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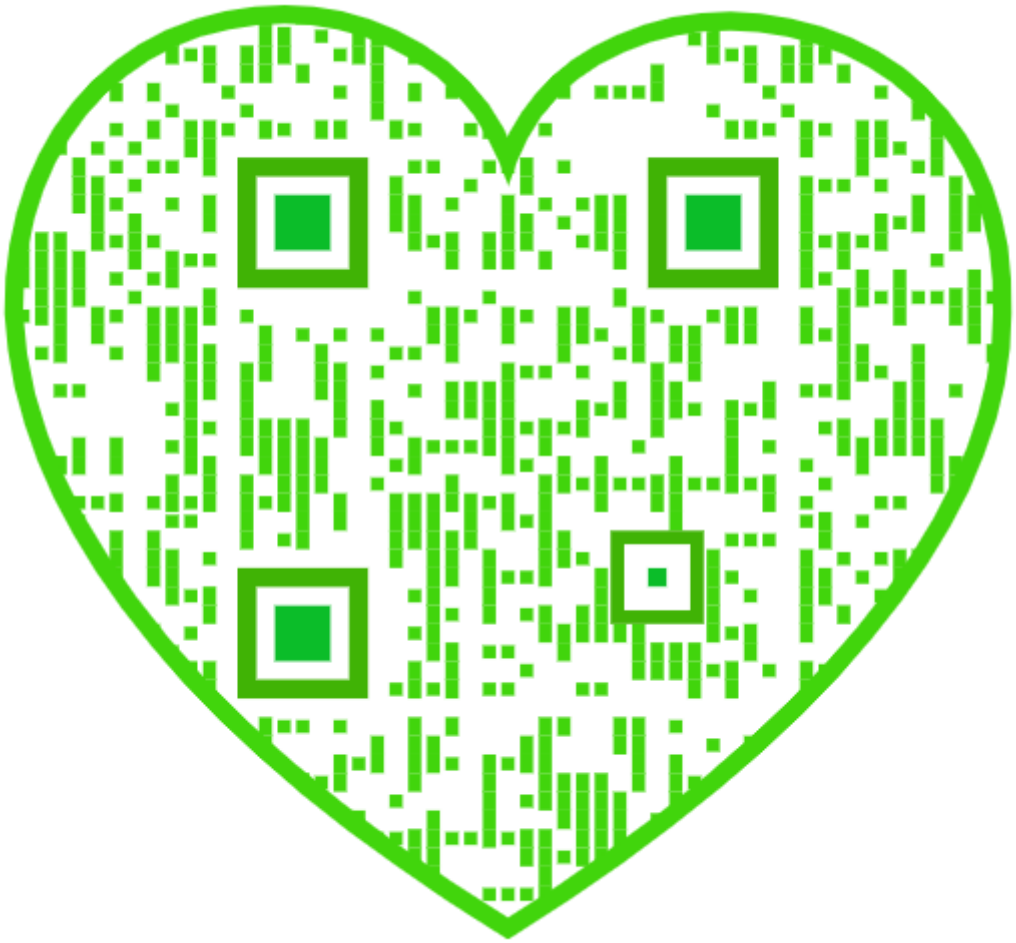

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Master Negative Storage Number

PSt SNPaAg176

CONTENTS OF REEL 176

1) The Tobacco world, v. 37, 1917
MNS# PSt SNPaAg176.1

Title: The Tobacco world, v. 37

Place of Publication: Philadelphia, Pa.

Copyright Date: 1917

Master Negative Storage Number: MNS# PSt SNPaAg176.1

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130 0 Tobacco world (Philadelphia, Pa.)
245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
515 Vol. 22, no. 38 (Sept. 17, 1902) mismarked as v. 22, no. 37; vol. 52, no. 14 (July 15, 1932) mismarked on cover as v. 54, no. 14
533 Microfilm $mv.22,no.1 (1902)-v.22,no.20 (1902),v.22,no.22 (1902)-v.22,no.33 (1902),v.22,no.35 (1902)-v.22,no.51 (1902),v.22,no.53 (1902)-v.24,no.42 (1904),v.24,no.44 (1904)-v.25,no.44 (1905),v.25,no.46 (1905)-v.26,no.42 (1906),v.26,no.44 (1906)-v.26,no.48 (1906),v.26,no.50 (1906),v.27,no.1 (1907)-v.28,no.11 (1908),v.28,no.13 (1908)-v.63,no.6 (1943),v.65,no.1 (1945)-v.65,no.12 (1945) $bUniversity Park, Pa. : $cPennsylvania State University $d1998 $e38 microfilm reels ; 35 mm. $f(USAIN state and local literature preservation project. Pennsylvania) $f(Pennsylvania agricultural literature on microfilm)
590 Archival master stored at National Agricultural Library, Beltsville, MD : print master stored at remote facility
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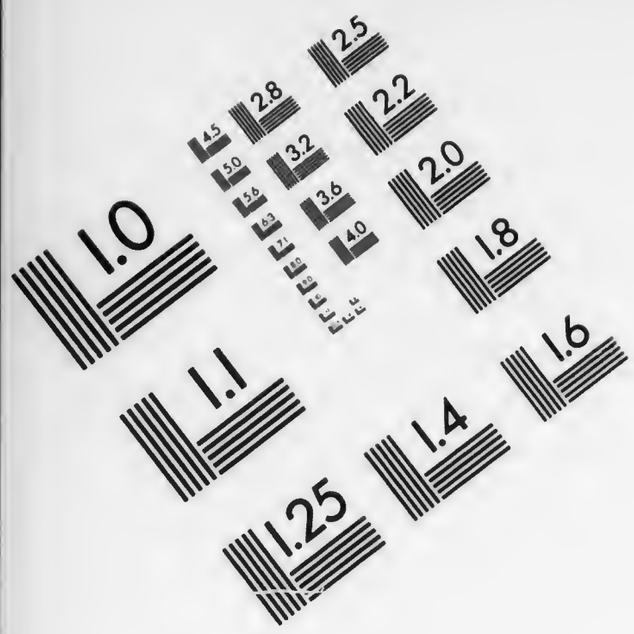

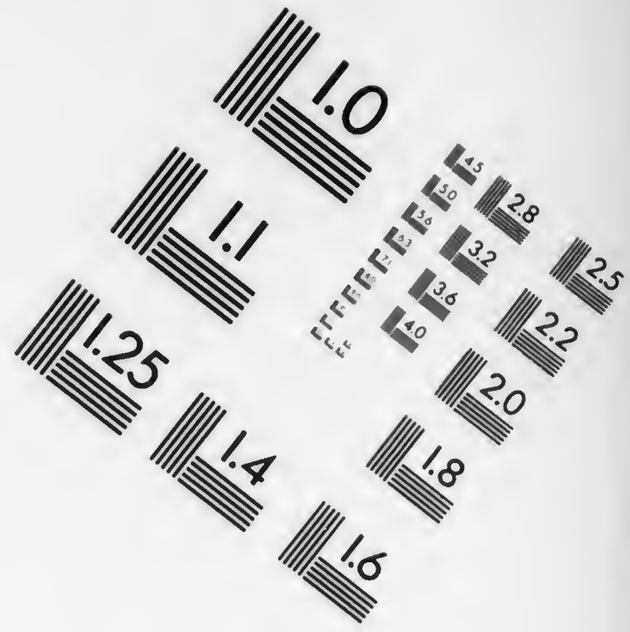

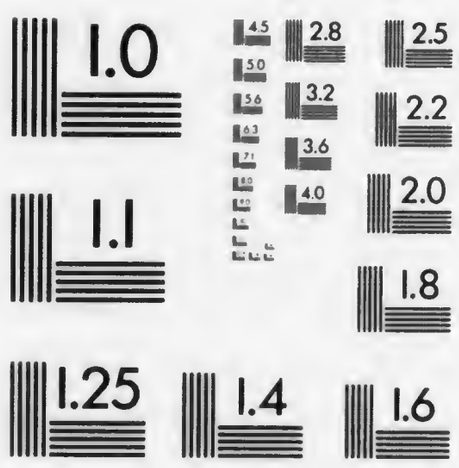

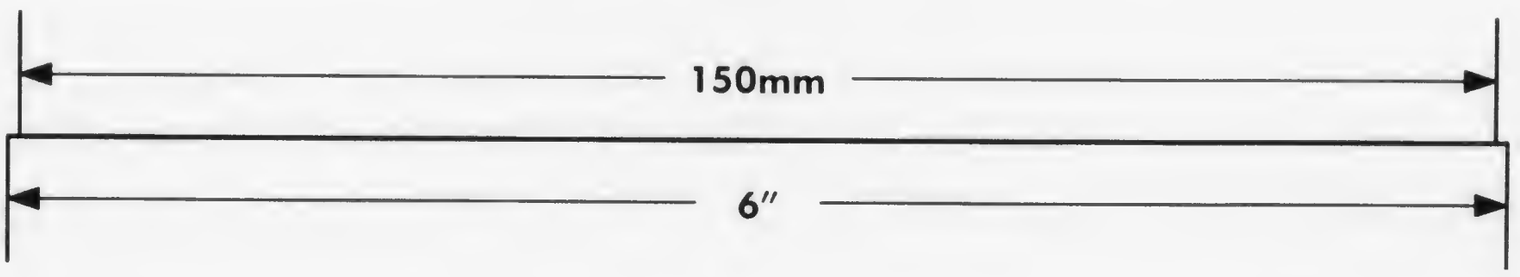

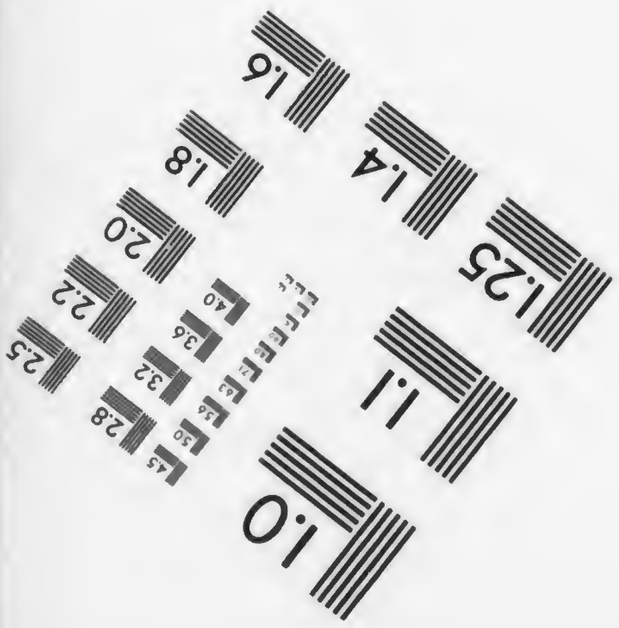

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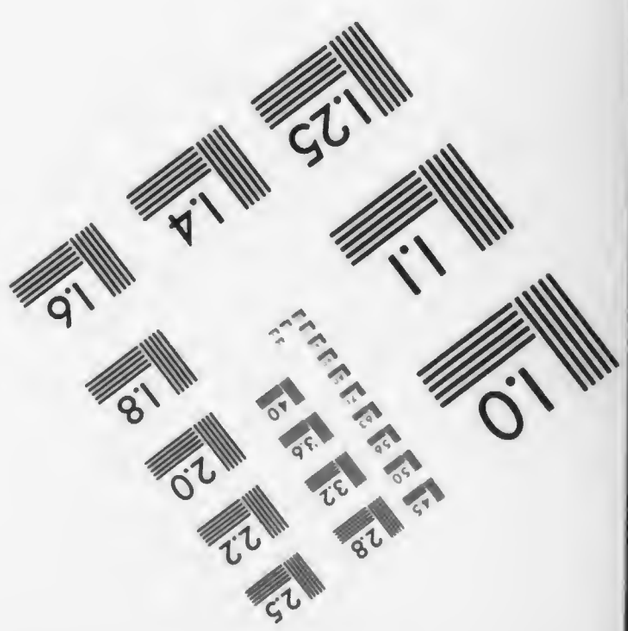

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Volume 37

1917

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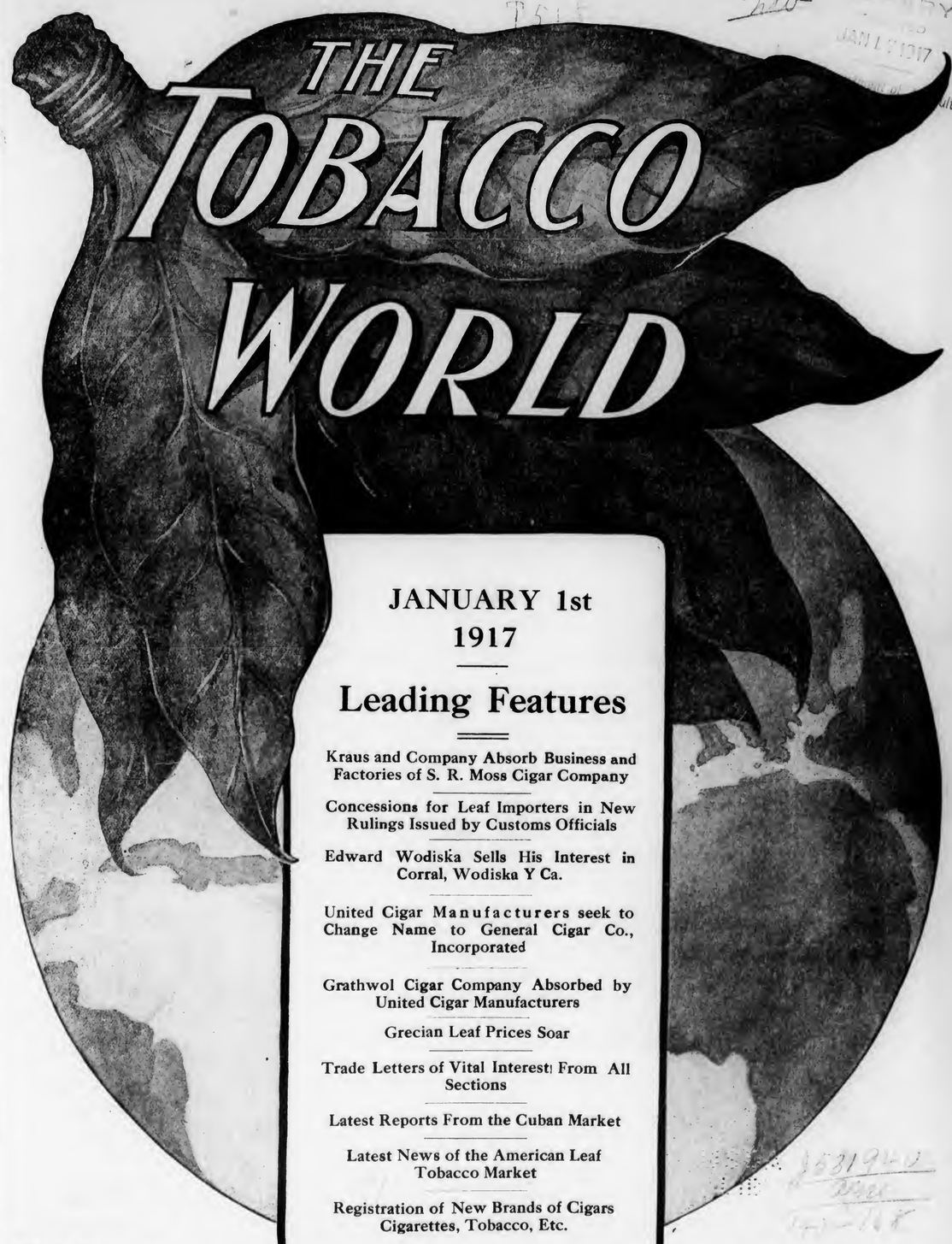
THE TOBACCO WORLD



JANUARY 1st
1917

Leading Features

Kraus and Company Absorb Business and Factories of S. R. Moss Cigar Company

Concessions for Leaf Importers in New Rulings Issued by Customs Officials

Edward Wodiska Sells His Interest in Corral, Wodiska Y Ca.

United Cigar Manufacturers seek to Change Name to General Cigar Co., Incorporated

Grathwol Cigar Company Absorbed by United Cigar Manufacturers

Grecian Leaf Prices Soar

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVII No. 1

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

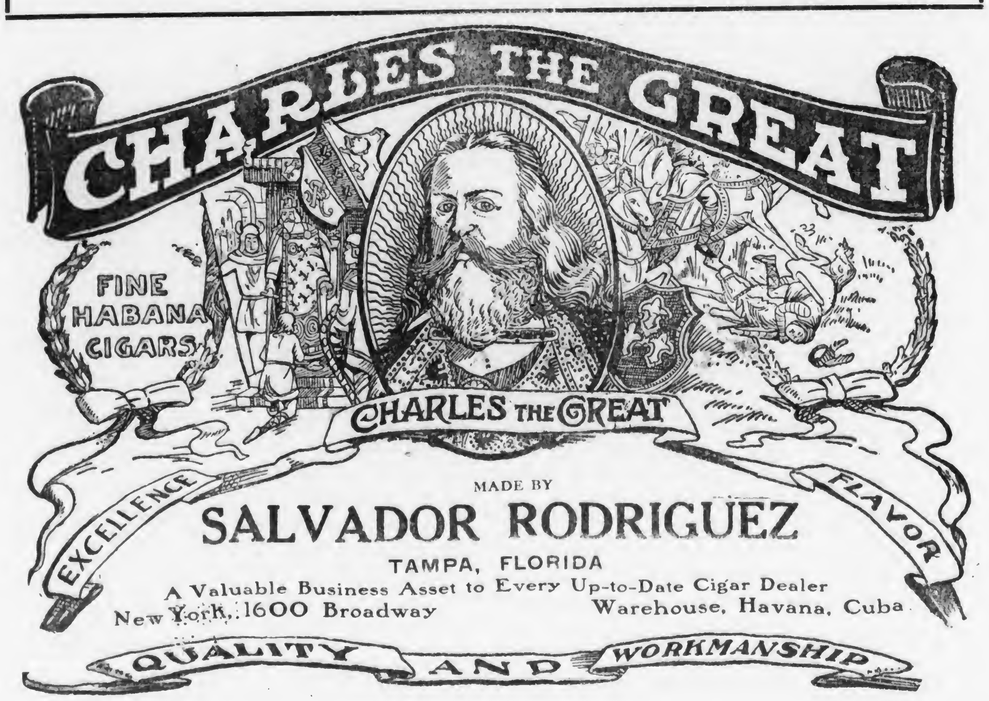
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY: TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



By Special Appointment

To the Late King Edward VII

Philip Morris

The World's Oldest Highgrade Turkish Cigarettes

Plain End or Cork Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Londres Grandes

The Juan F. Portuondo CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

Darby & Joan Cigars

The VETERANO SIZE is the Finest All Habana Cigar ever made at **2 for 25c.** having that delicate Mildness and Fine Aroma Sought by Connoisseurs. Made only by

JOHN W. MERRIAM & CO.
101 Spring Street, New York
(MERRIAM CIGARS INC., SUCCESSOR)

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

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New York Address, 437 Fifth Avenue

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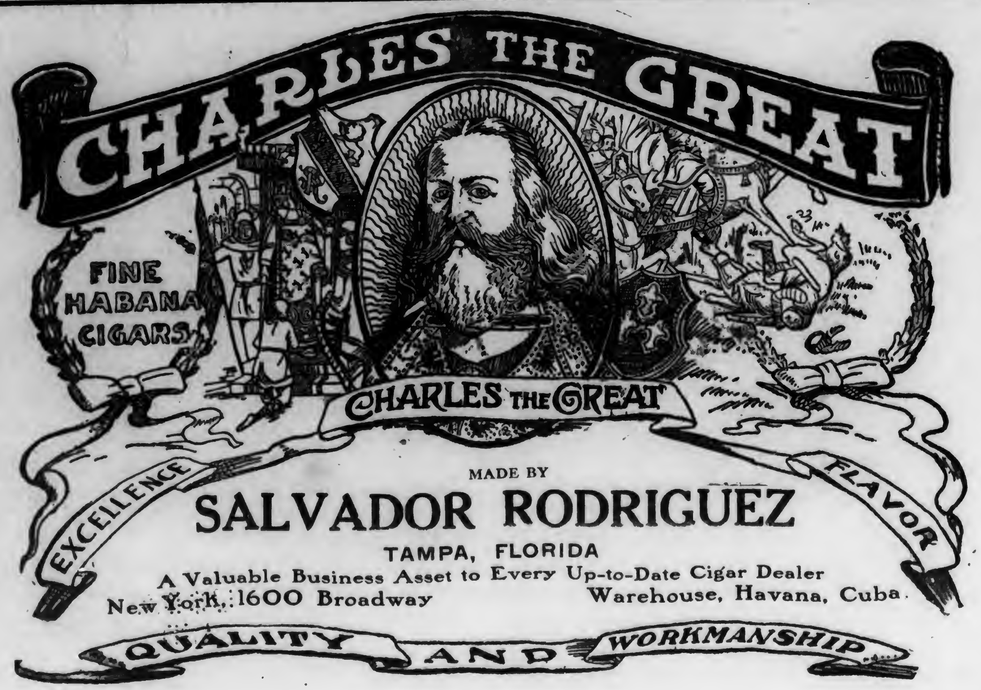

MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

317135

By Special Appointment

To the Late King Edward VII

Philip Morris

The World's Oldest Highgrade Turkish **Cigarettes**

Plain End or Cork-Tipped

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For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

INTENTIONAL SECOND EXPOSURE

EISENLOHR'S
Cinco
CIGARS
reduce selling cost—because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS.,
INCORPORATED
PHILADELPHIA.

Quality Paramount
CELEBRATED
H. UPMANN CIGARS
H. UPMANN
HABANA
Strictly Independent Manufacturers
CHAS. LANDAU
Sole Agent for United States and Canada
82 Wall Street - New York
Board of Trade Bldg., Montreal, Canada

SOL
HABANA
Behrens & Co.
Havana, Cuba
Estrella No. 19
Manufacturers of the old brands
"Sol" and "Devesa de Murias"
Independent factories
Our Motto: Quality, always a little better than Havana's Best
LA DEVESA DE MURIAS HABANA

P. LORILLARD CO. ESTABLISHED 1760
STAG
EVER-LASTING-LY GOOD
We've put over some big things in 156 years of leadership.
STAG is the biggest thing we ever put out in the tobacco line.
—Biggest in goodness!
—Biggest in quality!
—Biggest in value!
It pays to recommend STAG!
STAG TOBACCO
STAG BACKS YOU UP!

MADE AT OUR NEWARK, N. J. FACTORIES
ROCKY FORD
QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR
We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.
Write For Full Information
UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE
PUNCH
A Cigar with Hardly a Rival
MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA
BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York
DIRECT IMPORTERS of the highest grades of Cigars manufactured by the
Independent Factories
of Havana
all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.
Price List Mailed Upon Request.

HAVANA CIGARS
ROMEO Y JULIETA
The Leader in all the World's Markets
U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

The Original and Genuine
Central Union
Smoking Tobacco
in a New Cut
Packed in a Pocket-proof Package
1½ ounces—5 cents
United States Tobacco Co.
RICHMOND, VA.

To the Trade:

We thank you for your many courtesies and extend our sincere wishes for a most pleasant and prosperous 1917.

"44" CIGAR CO., Inc.
PHILADELPHIA

"Wisdom is knowing what to do, Skill is knowing how to do it, and Virtue is doing it."

This has been our thought, purpose and action over a period of twenty-five years. That the Trade appreciates these facts is indicated by the continued growth of their patronage.

Remarkable Leaders
among
CLEAR HAVANA BRANDS

These are cigars Made—In—Bond and smoked from Coast—to—Coast, enjoying an enviable reputation among dealers for "Repeat" calls.

You should stock at least one of these brands:

"El Briche"
"Hoyo de Cuba"
"Flor de San Martin & Leon"

Jobbers and Dealers have not been slow to appreciate the value of Clear Havana brands that duplicate, as is testified by the steadily increasing sales.

San Martin & Leon cigars are favorites with the consumer. Do not lose trade and profits by failing to have these goods in stock.

San Martin & Leon
Tampa, Florida
Member, Tobacco Merchants' Association

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

Concentrate

A factory of a number of products becomes nationally known because of the success of just one of them. A truly wonderful chef brings hundreds of customers to his employer's restaurant through the reputation of one celebrated dish which no one else has been able to equal. A man of many accomplishments becomes known throughout the world because he has developed one of many ideas into a highly successful product.

The Brand
La Flor de R. A. Bachia y Ca.

represents thirty years of experience in the Havana Leaf Tobacco business combined with twelve years of successful concentration on the production of a finely blended Havana cigar. Through these twelve years of production this brand has established a reputation for

Quality and Uniformity.

Clubs, hotels and owners of high class retail stands will find that concentration on BACHIA'S HAVANA CIGARS will bring a larger trade and added profit. The most exacting smoker will find one shape at least, among the thirty-six sizes in which this cigar is made, that pleases him.

KNOW THEM BY THIS MARK

"The Band Identifies"
BACHIA'S
Havana Cigars
"For Men of Means"

R. A. Bachia & Co.
43-47 West Sixteenth St., New York

"Your Bicycles, Sir"
AT the club, on the train, in the home, wherever men seek recreation from business cares in a friendly game of cards, Bicycle Cards have the call. For a man to think of cards is for him to think of "Bicycles" When he asks for a deck of cards, he expects
BICYCLE
PLAYING CARDS
All the qualities of a playing card that help make card-playing a pleasure are Bicycle qualities. Bicycle Cards have the feel, the finish and, above all, the all-round excellence of manufacture that makes them as good on the last deal of an evening's play as on the first. For general, every day, any day use, more satisfactory cards cannot be made or bought, yet the regular price of Bicycles is very reasonable. Ivory or Air-Cushion Finish. Club Indexes. Sold everywhere.
Congress Cards—The de luxe brand for social play. Art backs of famous paintings in full color, Gold Edges. Air-Cushion Finish.
Paine's Card Trays—For all duplicate games. Ingeniously designed. Beautifully finished. Every purchaser is entitled to a free correspondence course in Whist. If your dealer cannot supply you, we will. Satisfaction guaranteed. Write for illustrated, descriptive circular.
You Need This Book—New revised edition of "The Official Rules of Card Games". Over 300 games. 250 pages. Substantially bound. Mailed postpaid for 15 cents in stamps.
THE U. S. PLAYING CARD CO.
Department W Cincinnati, U. S. A. Toronto, Canada

Cards that Help You Entertain
WHEN successful hostesses give a progressive card party, they are careful to provide cards that are more than a mere means for taking and losing tricks. They make every deck a distinct feature of the occasion by using a variety of the newest designs in
CONGRESS
PLAYING CARDS
Congress Cards are works of art. Their backs are reproductions in full color and gold of the latest high class paintings. They have gold edges. They are made in the regular size and in the dainty French size. They are superbly finished in Air-Cushion style. They come in special telescoped boxes. Money cannot produce a more beautiful card, yet Congress Cards sell regularly at a price within the means of all. Ask your dealer to show you the newest backs.
Bicycle Cards—For General Play—Favorites in homes and clubs the world over. Ivory or Air-Cushion finish. Club indexes. Very reasonably priced.
Paine's Card Trays—For all duplicate games. Ingeniously designed. Beautifully finished. Every purchaser is entitled to a free correspondence course in Whist. If your dealer cannot supply you, we will. Satisfaction guaranteed. Write for descriptive, illustrated circular.
You Need This Book—New revised edition of "The Official Rules of Card Games". Over 300 games. 250 pages. Substantially bound. Mailed postpaid for 15c in stamps.
THE U. S. PLAYING CARD CO.
Department W Cincinnati, U. S. A. Toronto, Canada

How Many People in Your Town Play Cards?

If you could number as your customers all the men and all the women in your town who play cards, there probably would be few worth while people missing from your list.

We are talking to all these people every month through attractive advertisements in the leading magazines. Miniature reproductions of the January advertisements are shown above. Most of these people use Bicycle and Congress Cards. The advertisements are keeping these brands before them and are interesting them in the new backs. They very likely will buy more cards than ever this year, and whenever they buy, they will go where they can get the latest backs in these brands—

BICYCLE PLAYING CARDS
CONGRESS PLAYING CARDS

Whether you or the store down the street gets this business and has the opportunity to sell these customers other things depend upon who stocks the cards and lets people know it.

If you are not selling Bicycle and Congress Cards, and your competitors are, you are letting live customers pass your store and do business elsewhere. You should not delay another day to put in these staple lines.

If no one in your town is selling these brands, there is an excellent opportunity for you to make these easily carried stocks one of your best trade bringers and profit makers.

Let us tell you how you can use to your advantage and with nominal investment the world-wide reputation of Bicycle and Congress Cards and the forceful national advertising that is keeping these brands in the mind of every card player.

Sold by Jobbers Everywhere

THE U. S. PLAYING CARD COMPANY

CINCINNATI, U. S. A. TORONTO, CANADA

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

Creating A Demand

for YOUR brand of cigars, cigarettes, stogies or other tobaccos, is the most important phase of your business—as you well know, Mr. Manufacturer. No doubt you are furnishing the dealer with selling helps—window cards, window pasters, etc. In addition to these you'll find it extremely profitable to use a distinctive container for your product.

Heekin Cans

provide individuality for your "smokes." Lithographed in beautiful colors and designs, they attract the attention of the consumer to your products, making it much easier to sell them.

Besides being attractive, Heekin Cans are sturdily built and keep your cigars or other tobacco products fresh, clean and aromatic.

Drop us a postal today for samples.

The Heekin Can Company
CULVERT, SIXTH AND NEW STREETS
CINCINNATI, O.
"Heekin Can Since 1901"

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

"LA MEGA" *MADE IN BOND*
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

Fancy Cigar Boxes
made by
Henry H. Sheip Mfg. Co.
Columbia Ave. and 6th St.
PHILADELPHIA

Every crumb of FRAT Tobacco fully measures up to Patterson quality traditions.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.
Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grouse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, JANUARY 1, 1917. No. 1.

CERTAIN CHANGES ORDERED IN INVOICING IMPORTED TOBACCO

Importers Receive Some Concessions—Trade Will Benefit Under New Ruling—National Cigar Leaf Association Started Movement Which Resulted in New Regulations

MEMBERS of the National Cigar Leaf Tobacco Association believe that some important concessions have been made to importers of Havana tobacco in the new customs regulation which was issued recently to collectors and others by Assistant Secretary of the Treasury A. J. Peters.

Some time ago a movement was started by the National Cigar Leaf Tobacco Association to secure the withdrawal of the invoicing regulations T. D. 36476. Charles Fox, chairman of the Legislative Committee of the association had an informal hearing before Assistant Secretary Peters last week. While the new regulations do not give all the relief asked for at the same time it is believed that some important concessions have been made.

Assistant Secretary Peters' instructions to collectors of customs and other concerned in T. D. 36476 "Prescribing the method of invoicing tobacco superseded," is as follows:

"Pursuant to the provisions of Paragraph 182 and Paragraph D of Section III of the tariff act of October 3, 1913, invoices of imported tobacco must specify in detail the character of the tobacco contained in each bale, its origin as to country and province, the year of its production, and the grade or grades contained in each bale, specifying the number of carrots of each grade, when more than one grade is packaged in a bale; the time when and the place where and from whom purchased, and the price paid or to be paid for each bale or package, if purchased by the bale or package, or for the vega or lot if purchased in bulk; and if obtained otherwise than by purchase, the actual market value per bale.

"Invoices covering or including bales of tobacco which are part of a vega or lot purchased in bulk, must contain or be accompanied by a full description of the vega or lot purchased, or, if such description has been furnished with a previous importation, specify the date and number of the consular invoice in which the same has been incorporated.

"Packages or bales when containing filler leaf only, shall be invoiced as filler; when containing both filler and wrapper, but not more than fifteen per cent. of wrapper, shall be invoiced as mixed; and when containing more than fifteen per cent. of wrapper, shall be invoiced as wrapper. Collectors will not permit entry of tobacco unless the invoice conforms to the above requirements.

"If any bale is found to contain ten per cent. more wrapper than that specified in the invoice or is found to disagree materially with the invoice specifications as to origin or grade and there is reasonable cause to suspect fraud, the collector will withhold delivery of the particular package so disagreeing and report the facts to the special agent in charge for investigation. If the investigation discloses fraudulent invoicing, the tobacco should be seized and the facts reported by the collector to the United States attorney for prosecution. T. D. 35476 is hereby superseded."

NEW MILLION DOLLAR CIGAR FIRM ORGANIZED BY KRAUS & COMPANY

Factories and Business of S. R. Moss Cigar Company Absorbed by New Corporation—Will Be Known as Kraus & Company, Incorporated—Headquarters Will Be in Baltimore

ANNOUNCEMENT is made by Kraus & Company cigar manufacturers of Baltimore, Md., of the purchase of the business of the S. R. Moss Cigar Company and the factories of the same at Lancaster, Harrisburg and Terre Hill, Pa. These plants have been merged with those now operated by Kraus & Company, at Baltimore, Md., and Akron, Pa.

A new corporation has been formed to be known as Kraus & Company. The new company has a capitalization of $1,000,000. This consists of $400,000 seven per cent (7%) cumulative preferred stock, and $600,000 common stock.

The officers of the new corporation are Henry Kraus, president; Henry Laupheimer, first vice-president; Samuel Dealham, Sr., second vice-president; Millard H. Laupheimer, treasurer; William H. Kraus, secretary.

It is stated that Kraus & Company will continue to feature the well-known brands of the S. R. Moss Cigar Company, among which are the "Flor de Moss" and "Say-So," and the additional facilities acquired will permit a more extended campaign on the products of Kraus & Company. Among the brands of Kraus & Company, is the "In-B-Tween" which has attained, in a short time, a phenomenal sale.

Edward Wodiska Out of Corral, Wodiska y Ca.

Tampa, Fla., Dec. 26, 1916.

One of the surprises of the surprises of the year was sprung when it became known that Edward Wodiska, one of the organizers of the firm of Corral, Wodiska y Ca., had disposed of his stock to other members in that firm, and would retire on January 14, 1917.

Mr. Wodiska has had charge of the selling end of the business and has been highly successful in that position. Due to his energy and ability the firm's brands have been placed with some of the most desirable jobbers in the country.

A farewell dinner was tendered to Mr. Wodiska on the twenty-first, at the El Pasaje restaurant.

It is understood that Mr. Wodiska is going to Havana and take a rest. He has announced no plans for the future. Perfecto.

The Biggest Cigarmaker

Not the cigarmaker who makes the most cigars, but rather the largest in avoirdupois is said to be employed in the cigar factory of the Randall-Landfield Cigar Company, at Benton Harbor, Mich. Miss Ray Rexel is said to hold the record in this matter. She is eighteen years old and weighs 457 pounds. Miss Rexel says she is one of seven children and the aggregate weight of the seven is 3150 pounds. According to reports Miss Rexel is an expert cigarmaker.

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WOOD F. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

During the past year there has been a noticeable increase in the number of retail cigar dealer associations formed. We believe this is a sign of the awakening of the dealers to the need of organization and co-operation. The grocers, talking machine dealers, jewelers, bankers, hardware dealers, barbers and many other lines of business are continually organizing in local circles. In this way they can protect themselves from injustice from the jobber and manufacturer and on the other hand they can see that the manufacturer and jobber gets a square deal from every member of the organization. If municipal, state or national legislation is proposed which is not to the best interests of their business, a number of organizations demanding a hearing receives more attention than a few individuals.

Progressive Tobacconists

If the organization is really a working and progressive body its value will multiply to the individual member many times during a year. Organization among the retail cigar dealers is, we believe, a sign of healthy progress. We hope it will continue.

Another year, filled with opportunities and accomplishments, is before us. But no matter how great the promise or how vast the opportunity we succeed at nothing without intense personal effort. And success, even after we attain it, cannot be maintained without the same persistent application.

Pluck and Luck

Without thinking, we sometimes murmur at the Luck that attends this venture or that. But deep in our hearts we know that somewhere, sometime, someone has devoted, persistently, immeasurable energy toward the attainment of this desire.

Luck belongs to the realm of speculation. Pluck is the foundation stone of Success.

The Betterment of Industrial Society

BETTER living conditions lawlessness, strike disorders, better wages—these are the mere surface indications of the ebb and flow of the tremendous problems awaiting our combined genius, intelligence and patriotism for wise, just and permanent solution. We must co-ordinate our resources, our duties and our responsibilities. You in the mining world have your own inherent problems to face and solve. We in manufacture have our distinctive issues. But there must be bonds of sympathetic and co-operative action. We must address ourselves to the broad survey of our industry as a whole. We must assemble our parts into a united and harmonious industrial government.

Co-operation, therefore, is the goal we should strive to reach. Not merely co-operation among the members of an individual industry, but among all industrial and commercial organizations, for in the last analysis their interests are mutual. These interests are not merely for the benefiting of immediate interests of the employers, but extend to the interest of the employes, for each is dependent upon the other for efficiency, better wages, better living conditions and industrial freedom, and these conditions being obtained we have, I believe, the best protection against strikes and lawlessness.

Co-operation between employers and employes must exist to promote the conditions industrially which we all desire, not in a paternal attitude but in the establishing of a spirit of confidence that the material welfare of employes is truly the care of the employer.

There are many industrial and commercial organizations, local, state and national, but in a large majority these organizations are composed of members of an individual industry.

They are capable of and do accomplish a great deal, but could accomplish still greater good if individual members more generally would merge their single interests into the interests of the whole, realizing that that which benefits the community also benefits the individual. It is the community which we wish to be successful and contented, and that means the individual as well.—Col. George Pope in "American Industries" for December.

M. A. Funk Off on Long Trip

M. A. FUNK, Secretary and Sales Manager of the "44" Cigar Company, will leave Philadelphia shortly after January 1, for a trip to the Pacific Coast, the Northwest and the Southwest. Mr. Funk's trip will be for the purpose of renewing old acquaintances in the trade and to call upon the many new accounts that have opened in this territory. Mr. Funk will be gone about three months.

It was stated in the recent issue of "The Tobacco World," that the "44" Cigar Company is preparing a new label for the "44" brand. This statement was incorrect. A new label was placed on the "44" cigar boxes some months ago. There will be no change.

"Havana Ribbon" "Supes" for Robert Warwick

If there is any one thing that hurts a theatrical producer it is to give free advertising—despite the fact that he will take all he can get himself. In this case, however, it was apparently a case of letting the advertising get in the picture or else destroy the atmosphere of the scene. Anyhow, in the Brady-made World Film production of "All Man," at the point in the story where the hero gets an earful of valuable information, Robert Warwick is shown sitting on the steps of the village emporium of the alleged town of Boom Centre, Montana. And on the roof over the porch is a sign almost as big as the roof itself proclaiming "Havana Ribbon." It's the regular "Havana Ribbon" sign that can be found in thousands of villages throughout the United States and it certainly makes the scene look familiar.

According to psychic law, after one has seen the picture he hurries to the nearest tobacconist and buys a pocketful of "Havana Ribbon" cigars.

No Change in Emze Cigar Company

The Emze Cigar Company has advised the "Tobacco World" that any statement to the effect that J. B. Annis has purchased an interest in that company is without foundation, and that Mr. Annis is not connected with the Emze organization in any way. Mr. Annis was in town recently and met Mr. Zifferblatt, but no arrangements were made for the purchase of stock in the company by Mr. Annis, and neither has he become connected with the Emze Cigar Company in any capacity.

The Emze Cigar Company is bringing to a close a highly successful year. During the past twelve months the sales on the "El Vendura" brand have increased considerably and some excellent jobbing accounts have been opened in new territory.

Philadelphia Notes

Paul Brogan, head of Dusel, Goodloe & Company, was a visitor to New York last week.

William Catlin, representing T. J. Dunn & Company, was in Philadelphia during Christmas week.

Bobrow Brothers, expect to occupy their new headquarters and factory at Fifth and St. James Street, on January 2.

Morris Lesser, who travels Western territory for Antonio Roig & Langsdorf, will cover additional states in the South and Southwest during 1917.

Samuel Bayuk, of Bayuk Brothers, recently returned from a trip to the Havana leaf market, where he secured some 1500 bales of tobacco for the "Havana Ribbon" factories.

The A. S. Valentine & Sons branch of T. J. Dunn & Company will remove after the first of the year from their present headquarters, at Broad and Wallace Streets, to 407-415 North Eighth Street.

Changes in Dusel, Goodloe & Company

Following the resignation of Speed Goodloe, as president of Dusel, Goodloe & Company, announcement is made of the election of Paul L. Brogan, secretary of the company, to the offices of vice-president and treasurer.

W. A. Burns, specialty man on "Pennsy" and "El Yutan" brands, and for a number of years in the West for the American Cigar Company, has been admitted to the firm and becomes a vice-president of the company. Mr. Burns has acquired an equal interest with Mr. Brogan in the business.

J. A. Kane, for many years cashier, succeeds Mr. Brogan as secretary of the company.

Messrs. Brogan and Burns are both young men, able and experienced in the cigar business, and popular with the trade. Their joint assumption of the management of the company is indicative of a progressive policy and success for the firm.

The business of the firm up to the 23rd of December shows that the mark of all previous Decembers has been exceeded by a good margin and orders for the present week indicate that the sales will establish a new record.

Knickerbocker's Broadway Jottings

Harry Nichols, of G. W. Nichols & Company, is on a short trip to Key West and Havana.

A. Jacques, formerly with Simon Batt & Company, has joined the sales force of Lincoln Brothers.

T. C. Gales, director of Henry Clay and Bock & Company, is taking a brief vacation in the South.

A. Santaella has left New York for Tampa, where he will look after the taking of the annual inventory.

Kaufmann Brothers & Bondy recently removed to more commodious quarters, at 33 East Seventeenth Street.

H. G. Alces, for many years with Simon Batt & Company, will represent Charles Morris & Company, in the future.

A recent visitor in New York was William Deiches, of William Deiches & Company, well-known Baltimore jobbers.

The annual dinner of S. Monday & Sons, was held on the evening of the 23d, at the Imperial Restaurant in Brooklyn.

R. M. Ellis, who journeyed as far as Vancouver, B. C., with George Whelan, returned to New York in time for Christmas.

Among those who will sail early in the year for Havana is Thomas F. Healy, the representative of the "Ramon Allones" factory.

The "La Murien" brand continues to grow in popularity. A. A. Hirtenstein, the manufacturer, is working to capacity to fill orders.

Sidney J. Freeman expects a shipment of thirty-five cases from the La Flor de Intal factory to arrive in the U. S. A., about January 15.

Garrett H. Smith, inventor of the gumless cigar band, was painfully bruised recently, when he fell trying to catch a train at Plainfield, N. J.

I. I. Hess, Pacific Coast representative of A. Santaella y Ca., who has been visiting in New York, left on the twenty-ninth for San Francisco.

August Kuttnauer, United States and Canadian representative of the "Punch" factory, is at present on his annual visit to the factory in Havana.

Robert E. Lane, representative in the United States and Canada for the "Partagas" factory, will depart for Havana shortly after the first of the year.

The Schulte stores are making an extensive display of "La Sultana" cigars. The brand is manufactured by The Tobacco Corporation of America.

Anton Lefrowitz, a retail tobacconist at 1722 Madison Avenue, recently filed a schedule in bankruptcy showing liabilities of $2617, and assets of $981.

Julius Klorfein, of the "Garcia Grande" factory, has sailed for Havana. He was accompanied by H. Handler, Middle Western representative of the factory.

A. Siegel & Sons, manufacturers of "Mi Careme" cigars, recently opened a retail stand adjoining the Stewart Cafe on John Street near Broadway.

H. H. Manley, Pacific Coast representative of the American Cigar Company, has returned to his headquarters in San Francisco following a visit to New York.

One of the windows in the Schulte store in the Pennsylvania Station arcade was handsomely decorated, recently, with the "Savarona" brand in various sizes.

The Cien Porciento Company, which makes the well-known "Centrosa" cigar, reports that the demand for this Porto Rican product is showing a nice increase.

C. J. Michaels, sales manager for Stephano Brothers, has tendered his resignation, effective January 1, 1917. It is stated that he will enter another line of business.

The cigar stand in the Bankers' Trust Building, at 14 Wall Street, has been leased by Acker, Merrall & Condit. The stand will open under the new management on January 2.

Leon Schinasi, president of Schinasi Brothers, Incorporated, has been elected a director of the Tobacco Products Corporation. Mr. Schinasi is not yet thirty years of age.

It is stated that the Preferred Havana Tobacco Company, as arranged with the Rex Window Advertising Company for one thousand displays on the "Alexander Humboldt" cigar.

Morris Krinsky, head of the I. B. Krinsky factory manufacturing "Fifth Avenue" and other brands of cigarettes, has arranged some attractive window displays on the "Fifth Avenue" brand.

Edward Cohen, Western representative of M. A. Gunst & Company, is expected in New York this month. He will take a position in the advertising department of the United Cigar Manufacturers Company.

The firm of P. Pohalski & Company, cigar manufacturers, will hereafter be known as Lincoln Brothers. It is understood that no change will be made in the personnel of the firm. "First Consul" is the leading brand.

George O. Jones, vice-president of the Standard Commercial Tobacco Company, has returned from Europe. Together with Mrs. Jones, he has been spending the Christmas holidays with his mother at Durham, N. C.

The Dicks-Slosson Company, New York agents for the Normalair Company, manufacturers of Normalair humidifiers, have removed their office from the fourth floor of 302 Broadway to more commodious quarters on the ninth floor.

Steiner Banding Machine to Be Demonstrated

IN order that cigar manufacturers throughout the manufacturing districts may have an opportunity to personally observe the accomplishments of the Steiner Banding machine, William Steiner Sons & Company have decided to demonstrate the machine in a few of the principal cities of the country. Shortly after the first of the year, Isador Steiner, president of the International Banding Machine Company, which will market these machines, will leave New York for a visit to Philadelphia, Reading, Baltimore, Pittsburgh, Cleveland, Detroit, Chicago, and possibly a few other cities. As these cities are visited a machine will be installed for a few days in the factory of some prominent manufacturer and all manufacturers will be invited to witness a demonstration of the machine.

The purpose of the trip is to not only show manufacturers that the question of banding cigars by machinery has been solved satisfactorily, but to also ascertain approximately the number of machines that will have to be constructed during 1917.

Inquiries have been so numerous regarding the detailed construction and work of the machine that it has been almost an impossible task to care for such mail by correspondence. It is due to this fact that the demonstration trip has been arranged.

United Cigar Manufacturers Co. to Change Name

W. A. Snyder, secretary of the United Cigar Manufacturers Company, has sent the following notice to the trade regarding the proposed change of name of the corporation to that of the General Cigar Company, Incorporated.

The United Cigar Manufacturing Company is taking legal steps to change its name to General Cigar Company, Incorporated.

This change is a change of name only, designed mainly to eliminate a certain amount of confusion heretofore existing, in the use of its name, with that of a company bearing a similar name.

United Cigar Manufacturing Company,
W. A. Snyder,
Secretary.

Dated: December 22, 1916.

S. J. Tankoos General Manager of Schulte Realty Co.

The Schulte Realty Company announce the election of Samuel J. Tankoos, now connected with Pease & Elliman, as a director and as manager of their office at 55 Liberty Street, as vice-president, director and general manager of the properties controlled by the Schulte Realty Company, D. A. Scheulte, Incorporated, and the Schulte Cigar Company. The addition of Mr. Tankoos to the Real Estate Department of the Schulte Company is on the lines with the Schulte Company policy of expansion and development.

"Ladies' Humidor" Established at Ritz-Carlton

THE demand for a place where women could sample their cigarettes before purchasing is being met by the Ritz-Carlton Hotel through the establishment of a ladies' humidor, where at their leisure the connoisseurs of the fair sex may test and select their cigarette brands away from the curious eyes of men.

Although smoking in hotels and restaurants in New York has long since ceased to be a sight for the curious it is a coincidence that the hotel that should be the first to lift the ban on women smokers should also be the first to establish a sample and salesroom exclusively for women.

Fine Treat for Pasbach-Voice Employes

On Friday evening the employes of the Pasbach-Voice Lithographing Company enjoyed a holiday treat, which included a dinner and a "show," at the expense of the firm.

The dinner was served at Scheffel Hall, Third Avenue and Eighteenth Street, at six P. M. The employes and guests brought the total up to about one hundred and fifty. After the dinner the party sojourned to the Olympic Theater on Fourteenth Street near Third Avenue.

Will of Milton J. Falk Admitted to Probate

The will of Milton J. Falk, a partner in the leaf house of G. Falk & Brother, who died recently, has been admitted to probate. It disposes of an estate valued at upwards of $150,000. The income from $100,000 is bequeathed for life to the two sisters of the testator. Upon the death of the sisters, Mr. Falk directed that the principal shall go to such charitable institutions as the executors may select. Mrs. Constance Plaut, a sister-in-law, is bequeathed $10,000. The balance of the estate goes to Mrs. Amy Plaut Falk, the widow.

New Schulte Leases

Pease & Elliman have leased to the Schulte Cigar Company in the premises owned by the Peter Doelger Brewing Company, the large store at the northeast corner of Broadway and Ninety-seventh Street, for a long term of years and upon completion of extensive alterations the Schulte Company will open its one hundred and eighth branch establishment.

The same firm has leased for Van Norden & Wilson to the Schulte Cigar Company, for a long term of years in the Century Building, at 74 Broadway, extending through to New Street, a large space on the concourse floor from New Street to the Wall Street subway station and on May 1st, upon completion of alterations and improvements, the Schulte Company will open a branch establishment.

Pease & Elliman have also leased to the Schulte Cigar Company for a term of years, in the property at the southeast corner of Broadway and Twenty-third Street for the Robard Realty Company, the large corner store, and upon completion of extensive alterations from plans of Frederick Putnam Platt, the Schulte Company will open a branch establishment.

Grecian Leaf Goes Up

Turkish Tobacco Can't Be Exported—Choice Qualities Command High Price

THE occupation of Cavalla by the Bulgarians and the consequent turning of the richest tobacco land in Europe into a field of battle, has been the making of the growers of the tobaccos of inferior grade in Thessaly and the Peloponnesus.

American tobacco firms have hundreds of thousands of dollars' worth of tobacco stored in Serres and Cavalla. But the whole coast of Eastern Macedonia is under the blockade of the French Fleet, and there is no way to get the tobacco out. As a result the previously despised product of old Greece has mounted in price beyond the wildest dreams of the Thessalians.

Volo is the port of Thessaly, and the tobacco buyers from Egypt, England, Holland and the United States have flocked here to purchase the year's crops. The market is so upset that old differences of a few cents no longer obtain. It is impossible to predict the prices to be paid—all depends on how short certain cigarette manufacturers are of the kind of tobacco they have always purchased in Greece for their blends.

Argos leaf, that used to sell at 4.3 cents a pound, now commands a price of 42.14 cents. The tobacco from Karditsa used to bring only 7.14 cents per pound; now it sells as high as 70 cents. Policastro was formerly quoted at 25 cents; it now brings 60 cents. Almiras, which a year ago was worth 28.6 cents, now brings 53.6.

Even in Greece, where the consumers are not very particular about their tobacco, the prices of all cigarettes have been raised, a packet of 28 cigarettes which previously sold at 14 cents now costing 15 cents, and others in proportion.

The operations in tobacco, particularly by American firms, whose telegrams and letters to their agents in Greece are delayed by censors of one sort and another, are often more in the nature of gambling on account of these delays. An American firm recently cabled its agent at Volo, in reply to an inquiry about the purchase of a certain tobacco stock. "Buy it if it can be secured at 6¼ cents." The message arrived: "Buy it," quite simply. The agent bought at the then price, 12 cents, causing his firm a loss in the tens of thousands of dollars, due to the censoring of the message. Tobacco agents state that incidents of this nature are frequent.

Kuhles & Stock to Give Insurance to Employes

J. Norman Storr, president of the Kuhles & Stock Company, cigar manufacturers of St. Paul, Minn., recently announced that the one hundred and fifty employes of the company will each be given a life insurance policy and that the premiums will be paid as long as the employes are with the company.

The policies were written by the Minnesota Mutual Life Insurance Company of St. Paul, which recently worked out a plan of protecting large groups of lives. The insurance issued by the Kuhles & Stock Company amounts to $70,000 and the smallest policy will be for $500.

In addition to the life insurance policies, which is a new thing in business life in St. Paul, the Kuhles & Stock Company also provides its employes with sick benefits.

"We think we have found something that is real," Mr. Storr said, "because an employe's good work will not stop with his death, but will descend to his wife and children. It is an obligation of an employer to his employes."

Cincinnati

Samuel Greenwold Advances Prices—Retailers Find Holiday Trade Profitable—Son of Peter Ibold Dies of Pneumonia

Cincinnati, O., Dec. 26, 1916.

EFFECTIVE January 1, 1917, Samuel Greenwold, a cigar manufacturer on West Twelfth Street, will advance prices on his five-cent goods $1 and $1.50 a thousand. He does not anticipate any difficulty, his observation being that the trade realizes that the cigar manufacturer must get more money for his goods.

The Cincinnati retailers seem well pleased with the holiday trade. Business everywhere has run far ahead of other years and all the dealers have benefited by it. Some of the tobacconists claim that they did double the business of the same period in 1915, and a conservative estimate would show that the retail trade did an average business about forty per cent. above last year.

Peter Ibold, the well-known cigar manufacturer, receives the sympathy of the trade over the loss of his son, Otto, who died recently of pneumonia. He was forty-five years old.

Among the recent visitors to the trade was Nat Rosenheim, who represents San Martin & Leon, manufacturers of the well-known clear Havana brands "Flor de San Martin & Leon," "Hoyo de Cuba" and "El Briche."

The jobbing trade is well pleased with the business they have enjoyed and all look forward to 1917 anticipating even a greater business.

Gerson J. Brown, head of the J. B. Moos Company, as chairman of the Service Committee of the Rotary Club, took an active part in distributing Christmas cheer among the patients at the Price Hill Tuberculosis Sanitarium Annex.

Milton Wolf, the tobacconist at 607 Walnut Street, expects to visit the Mardi Gras, at New Orleans, in February. He has already made hotel reservations.

Charles Krohn & Company, retailers and jobbers with offices in the Commercial Tribune Building, are featuring "El Rico" and "Tampico" cigars with the "Made in Cincinnati" appeal. Sales are being encouraged by the liberal use of newspaper advertising.

John L. McKay, of Park & Tilford, was a recent visitor.

The Rand Hotel cigar stand has been sold. Charles Naughten, the proprietor, having made a deal with E. Boyer, who took charge immediately.

The "Owl" brand is being extensively advertised to the public in street cars at the present time.

E. F. Ahearn, who has represented Schinasi Brothers in this territory for the past year, recently resigned his position and will enter the motion-picture field.

The cigar department of J. R. Peebles' Sons Company, has taken on the "Mozart" brand manufactured by E. M. Schwarz & Company. Various packings and five sizes of the goods are being handled.

Itan.

Horner Tobacco Company Sends Out Beautiful Calendar

The Horner Tobacco Company, of Dayton, Ohio, following its custom, has issued another beautiful calendar for the coming year. It is another interior depicting the hunters relaxing after the chase. It is in colors and is mounted on black vellum. It is a picture that will add to the cheer of any office.

Tampa

Death of Faustino Lozano a Shock to His Many Friends—Few Factories Close for Holiday Season—Business Continues at a High Mark

Tampa, December 23, 1916.

NEWS of the death of Faustino Lozano, which occurred on December 17th, at his home at Glen Ridge, N. J., brought sadness to his many friends in this city. His ill-health was not suspected here. While no announcement has been made regarding the business it is believed that it will be continued, with the younger brother, Jose Lozano, in charge.

Salvador Rodriguez is in charge of the "Charles the Great" factory in the absence of his son Delphine, who is in New York, from whence he will start on a three-months trip with the factory salesmen over their different territories. This will enable him to become acquainted with the firm's customers and to become more closely acquainted with the selling end of the business.

Ben Lesser and Jerry Windmuller are in Tampa preparing for a trip to Havana. Business at the factory is so great that the factory will be kept open during the annual inventory. Salvador Sanchez y Ca. have enjoyed some splendid business on the "Dulce" brand during the past few months.

Jerome Regensburg has gone to New York to spend the Christmas holidays with his family. He will not return for several weeks.

Harry Culbreath, of V. Guerra Diaz & Company, will spend the holidays in Tampa. He has arrived at the factory after a busy trip which occupied four months.

Hi Hammer, of Corral, Wodiska y Ca., is another who will enjoy Christmas in Tampa. He is accompanied by Mrs. Hammer.

Berriman Brothers' factory is so busy that it will not be closed during the annual inventory. The firm's customers must be satisfied is the attitude of the management and they are bending every effort to that end.

Sanchez y Haya have been receiving some fine orders on the "Ignacia Haya" brand. The business during the year has been most satisfactory and Mr. Torres believes that in 1917 the demand for Sanchez y Haya cigars will be even greater than this year.

The work on the new factory of Francisco Torres & Company, is proceeding rapidly and it is hoped that it will be ready for occupancy by February 1. They make the "Americus" cigar, a shadegrown product, and orders indicate that the brand is taking hold nicely.

D. Emil Klein, of the Jose Lovera Company, has been a visitor here attending meetings of the officers and directors of the company.

Perfecto.

Explosive Cigars Sent Through Mails

According to a news dispatch "loaded" cigars have been sent through the mails to different points throughout the country. Each cigar is really a bomb of sufficient strength to mutilate the face of the smoker.

A general warning has been issued to the public to beware of all single cigars received by mail. Two have been received in Los Angeles. Others are said to have been mailed to Duluth, Minn., North Dakota, Iowa, Nebraska, Phoenix, Arizona, San Francisco, Auburn, Brawley and Watts, Cal.

The young bombs are postmarked "Ashford and Los Angeles R. P. O. train 22, December 22."

HAVANA EXPORTS DECREASE IN NOVEMBER

Almost a Million Loss as Compared With 1915—Increase for First Ten Months Reduced to Less Than Three Million Cigars

Havana, December 23, 1916.

AS usual, we now beg to submit our statistics of the exports of cigars, from the port of Havana, during the month of November, 1916, and comparison with the same period of last year, as per our official custom-house returns, and compiled from the semi-monthly statistics, as published by "El Tabaco."

Exports from Nov. 1 to Nov. 30, 1916	10,807,857	Cigars
" " " 1 to Nov. 30, 1915	11,757,842	"
Decrease during the month of Nov., 1916	949,985	"
Exports from Jan. 1, 1916, to Nov. 30, 1916	109,859,641	"
Exports from Jan. 1 to Nov. 30, 1915	107,077,749	"
Increase during the first 11 mos. of 1916	2,781,892	"

Increase by countries in November, 1916, as compared with November, 1915.

1 France	810,025	Cigars
2 United States	576,340	"
3 Chile	107,134	"
4 Russia	85,250	"
5 Norway	74,589	"
6 Argentine Republic	56,775	"
7 Brazil	33,810	"
8 Bolivia	20,000	"
9 Panama	16,350	"
Total	1,780,273	"

Decreases by countries in November, 1916, as compared with November, 1915.

1 Great Britain	1,248,735	Cigars
2 Denmark	776,940	"
3 Spain	193,750	"
4 Netherlands	178,435	"
5 Australia	103,336	"
6 Canada	96,365	"
7 Canary Islands	51,270	"
8 British Africa	22,000	"
9 Gibraltar	19,450	"
10 Dutch West Indies	16,750	"
Total	2,707,031	"

The standing of the ten principal consuming countries, above one million cigars, in 1915, is now at the end of November, 1916, as compared without November, 1915, as follows:

	Increases.	
1 United States	8,116,041	Cigars
2 Argentine Republic	1,295,797	"
3 Chile	944,564	"
4 Australia	803,320	"
5 Spain	546,186	"
6 France	411,295	"
Total	12,117,203	"
	Decreases.	
7 Great Britain	10,306,414	Cigars
8 Netherlands	767,750	"
9 Denmark	625,190	"
10 Canada	117,771	"
Total	11,907,125	"

Change of Viewpoint on Coupon

MOST of the grocers trade papers throughout the country have been committed to the support and passage of an anti-premium bill patterned along the lines of the Washington statute with its prohibitory fine of six thousand dollars for every person and concern using premiums in any state in the Union in which such a law is adopted.

Up until very recently all of these grocers papers have been unanimous in commending the support of such a measure, feeling that inasmuch as the Washington statute had been upheld by the United States Supreme Court, it would be best to pattern legislation after that state and so take no chances of having their bill upset in the courts, in the event of its being passed.

However, "The Interstate Grocer" of St. Louis, Mo., and "The Merchants Journal" of Topeka, Kans., "The Retail Merchant" of Topeka, Kans., among other trade papers, have changed their attitude in this matter very materially. "The Interstate Grocer," in a recent issue, publishes a long editorial on the danger of state premium laws from which the following is extracted:

"The news article which recently appeared in 'The Interstate Grocer' giving caution to those who will promote anti-trading stamp legislation to beware of the after effect, if they include a provision eliminating coupons and premiums, has created a profound impression in the trade largely because of the aggressive attitude which this paper has always taken in the past on that question and because of the new turn affairs have taken insofar as the injury state legislation will work upon the grocery trade. While that article was sufficiently explanatory, there seems to be some who still do not understand the situation.

"This paper has not changed its attitude one iota in opposition to trading stamps, coupons, and premiums, but it realizes after giving this situation considerable thought, that if state legislation is enacted that forbids the packing of coupons redeemable in premiums by manufacturers selling through the retail grocers, that while it will stop the practice, it will also stop the trade of the retail grocer on such items as contain coupons redeemable in premiums. The consuming public in a large way is controlled by these certificates which are exchangeable, when a sufficient number are secured, for some household article. With state laws adopted in the various states, the packing of coupons sold by the retail grocers will unquestionably be stopped.

"This is not true, however, insofar as these laws would affect the mail order houses, the Larkin Soap Club and the tea and coffee peddlers, who do an interstate business dealing direct with the consumer. These acts will not touch them as they are under the protection of the Interstate Commerce laws which grants anyone the right to ship goods from one state to another, with premiums attached, even though it may be a law in the state of origin and the state of destination, as long as the transaction is between the seller and the buyer in original packages.

"We pointed out in that article that the passage of such laws can have but one result and that is the driving of trade now held for the grocer by the manufacturers using coupons for which the consuming public obtains premiums into the hands of the 'direct to consumer' concerns whose main trade winning policy is the employment of premiums.

"The whole question resolves itself into this one point: Do the various states want laws that will stop the packing of coupons on the part of manufacturers selling through them when they are aware of the fact that such action will actually force business now held by them into the hands of soap clubs and coffee peddlers who will be free to continue giving premiums as long as they are doing business from one state to another and under the guarding wing of the Federal law.

"We do not believe the grocer should penalize his business by in effect saying, we want to stop manufacturers packing coupons and do not care whether it results in throwing more of our business into the hands of concerns selling consumers direct. The volume of sales taken from the retail grocers by these mail order houses, soap clubs and peddling institutions is already too great as it is and we certainly advise all of our readers to avoid giving their enemies ammunition to take a much greater percentage, as state laws will unquestionably injure the retail grocers business and give a tremendous increase to the sales of their devout enemies and 'direct to the consumers' concerns."

The following is an extract from the news article appearing in the "Interstate Grocer":

"The 'Interstate Grocer' is concerned with protecting the trade of the retail grocers, and with state legislation directed at coupons and premiums, it cannot result otherwise than in an injury to their business.

"However, until such time as a Federal law is secured which will control the Jewel, Larkin and similar systems, it will be bad policy for the grocery trade to foster and promote state legislation directed at coupons and premiums unless the grocers of this country are prepared to lose the business which is now being retained for them through the distribution of coupons by manufacturers employing that method."

In the News

The J. B. Moos Company, has recently leased the cigar stand in the lobby of the Hotel Algonquin, Dayton, O.

D. B. J. Schafer, senior partner of Schafer & Platner, wholesale and retail tobacconists of South Bend, Ind., has announced his retirement from the firm. G. M. Platner will continue to operate the business.

Fire of unknown origin recently destroyed the San Tula cigar factory, at Delphos, Ohio. The building is a complete loss and the greater part of the stock was destroyed. The loss is partly covered by insurance.

Landsfield & Steele, cigar manufacturers, of Chicago, are said to have completed arrangements whereby they will open a branch cigar factory at Dowagiac, Wis. Seventy-five hands will be employed at the start.

A change in proprietorship of the S. & M. cigar store in Mendota, Ill., has taken place. George Sack has purchased the interest of his partner, Fred Marks, and will hereafter be the sole proprietor. It is understood that Mr. Sack will operate the store as a "United" agency.

A half interest in the Lynch Cigar Store, Green Bay, Wis., is said to have been purchased by Walter McMillen, and that hereafter the shop will be known as the Lynch-McMillen store. The new management proposes to remodel the store and to make it up-to-date in every feature.

Prices Raised on "Charles the Great"

Salvador Rodriguez makes announcement to the trade that prices on the "Charles the Great" cigar will be increased. The text of his statement is as follows:

The trade knows that the tobacco which is being used and has always been used by the Charles The Great factory is the best that the Island of Cuba produces, the cost of which has advanced more each year; notwithstanding this our cigars are being sold in competition with others made from tobacco far below its equal, but it has now reached the point where this policy cannot be continued, meaning as it does a sacrifice beyond our possibility and we therefore find it necessary to increase the price of our goods to the smoker, merely a sufficient margin to cover the increase in cost; we trust our action will be appreciated by and meet the approval of all concerned and particularly the dealer, who is the party directly affected. The factory salesmen will be able to show the new price list after the first of the year from which date the change becomes effective.

Salvador Rodriguez,
1600 Broadway,
New York City.
December 26, 1916.

Creditors' Committee Takes Charge of Watertown Co.

"As the result of the meeting of creditors of the Watertown Tobacco Company, held Monday afternoon in the offices of Attorneys Smith & Phelps, pursuant to the request of Attorney Charles A. Phelps, a creditors' committee was formed, which will manage the property from now on, disposing of it when conditions are most advantageous," says the Watertown, N. Y., "Times."

The committee chosen consists of Silas L. George, manager of the Henry Keep Home property; George P. Senecal, of the Nill & Jess Company; George W. White, of George W. White & Son, all of Watertown; William A. Ellis, of the Justin Shubert Company, of Syracuse, and Walter H. Jones, of the Enterprise Cigar Company, of Trenton, N. J. Attorney Phelps was chosen attorney for the committee. Silas L. George was made chairman of the committee, George P. Senecal, treasurer, and George W. White, secretary.

While Justin Shubert and the Enterprise Cigar Company are by far the largest creditors, it was thought advisable by G. LeRoy Traver, the present head of the Watertown Tobacco Company, and the creditors, to have the management directly in the hands of Watertown men, and a resolution was adopted giving them full power to administer the property, as deemed most advisable.

The assets of the company amount to $51,500 and the liabilities are said to be $44,627. The company, according to report, got into financial straits through tying up about $15,000 in the building in Public Square.

It was agreed by the creditors that if the concern was put through bankruptcy, the two retail stores would have to be closed at once and the stock sold for whatever it might bring, and the result would be not so much could be obtained as if the business were continued until an opportunity was offered to close.

The creditors' committee is purely a business agreement that comes neither under the State nor Federal law so far as bankruptcy is concerned, but is a plan employed all over the country to advantage. The idea is to permit business men to close out a business instead of lawyers.

It is hoped by the committee to break even at least, and it was said that there was a possibility that Mr. Traver would receive something. A transfer of the property from the company to the committee was made to-day and Mr. Traver will not have further connection with the company unless employed in a managerial capacity under the jurisdiction of the committee.

Faustino Lozano Dies at His Glen Ridge Home

Following an illness of less than two weeks, Faustino Lozano, head of the cigar manufacturing firm of F. Lozano Son & Company, died at his home in Glen Ridge, N. J., on Sunday, December 17. Mr. Lozano had been ailing for some time, but only shortly before his death did his condition appear serious. In the last forty-eight hours of his illness he sank rapidly. Thus his death came as a great shock to his scores of friends and business acquaintances.

Faustino C. Lozano was the son of Faustino Lozano, who established the business and who was a pioneer in the clear Havana field in the United States. The firm of Lozano, Pendas & Company, was formed in 1867 by F. Lozano, Y. Pendas and M. Alvarez. Failing health caused the founder, F. Lozano, to retire from the firm and to return to Spain. However, in 1905, he returned to this country and founded the house of F. Lozano Son & Company. His son, Faustino C. Lozano, was made a member of the firm and following the death of his father he became the head of the business.

Faustino C. Lozano, the son, was born in Brooklyn. Following his education he entered the employ of G. W. Faber, Incorporated. Here he gained experience as a salesman. Later he became connected with the leaf tobacco business. When the firm of F. Lozano Son & Company was formed he joined his father in the business.

The prestige of Lozano products was rapidly developed and the firm soon won its way into a high position in the clear Havana industry in the United States. "Quality" was the foundation stone on which they built the success of their brands and it has been maintained with high honor as the business of the firm readily indicates.

At the time of his death Mr. Lozano was forty-three years old. He had just purchased a fine residence at Glen Ridge, N. J., where he lived with his bride of a little more than two years. Besides Mrs. Lozano, two children, a boy and a girl, survive.

"United" Gives Larger Bonuses This Year

The United Cigar Stores Company will distribute $30,000 more in bonuses to its employes this month than it did in December, 1915, according to a statement given out by the company. The amount represents the increased earnings on sales which have been made in stores of the company. The statement said that up to November 30 last "the extra earnings of United salesmen for the year amounted to $169,221." For the entire year the company paid out $200,000 in bonuses to its salesmen.

The earnings of managers in ten of the best stores of the company, including both salary and bonuses, the statement said, for one week in this month ranged from $221.82, the highest, to $60.28, the lowest. The announcement said:

"These payments are made by the United on the theory that in a successful business the employes are the producers and deserve to share in the results obtained through their efforts. Each man's salary depends on his own efforts and his salary is as much as he makes it."

"United" Short on Matches

Owing to the scarcity of matches the United Cigar Stores Company has posted signs in all its stores calling the attention of patrons to the difficulty experienced at present in getting matches. Where the supply of matches is exhausted these signs relieve the clerks of the necessity of constantly explaining just why there are no more matches. Thus the customer is made fully aware of the situation and the efficiency of the clerks increased through the saving in time.

The Compass of Business

YOU would not care to start on a voyage to a distant port with a captain who sailed his ship without a compass, even if the captain were an experienced mariner with an instinct for distance, directions, currents and winds. Even these qualities would not give you confidence in his ability to reach his destination lacking a compass to guide him.

Now the need of a compass in the equipment of a ship is no greater than the need of a compass in a business, which is the taking of a careful inventory at regular periods. The inventory is the compass of a business because the information which it gives enables the merchant to steer his course toward success, the destination he is seeking.

We occasionally find a merchant who has apparently done well, sailing his craft upon dead reckoning alone, but for every success among such merchants there have been failures upon failures.

To many merchants the taking of an inventory seems a big job. They neglect it, excusing themselves day after day with the argument that they cannot spare the time, or do not want to employ extra help which the taking of the inventory requires. They forget that the inventory is the first essential in ascertaining whether the business is heading toward success or failure, and this is true whether the business be large or small.

It is inexcusable on any grounds for a merchant or manufacturer to wait until what he has is less than he owes, to discover that bad management or miscalculation has brought him face to face with failure. Through the inventory there will be revealed to him whether or not the gross profits of his business are larger than cost and operating expense combined, or his investment is suffering a shrinkage and the business is headed toward failure.

The inventory is a record of stock on hand at its real value. Self-deception is practiced if any merchandise is inventoried at more than the price at which it could be replaced. Generally speaking the proper basis for taking it in an inventory is the cost, but should the merchandise when the inventory is taken be less than the cost, the actual value and not the cost should be the inventory figure. If goods are shopworn, out of style, or for other reasons not really salable, their real worth and not their cost should be used in making the inventory. On the other hand, if the goods cannot be replaced at their cost, that is, if they have advanced in value, then it is safe to have this difference shown in the profit on sales, not in the inventory.

The last inventory is the first thing the fire insurance adjuster calls for when he comes around to adjust a loss. Without it, one would have difficulty in making up a proof of claim satisfactory to the insurance company.

In fact the inventory may be described as the cornerstone of the bookkeeping end of a business, and just as a business man cannot know in what direction his business is heading without the inventory, so he cannot know without a faithful keeping of accounts.

We cannot here sketch a bookkeeping system, but it is not difficult for any merchant to get a knowledge of simple books of account or at least have someone keep such books for him.

There should be a record of cash received and paid out; a record of goods bought and paid for; a record of accounts receivable for merchandise sold on credits. Such records accurately kept will, in connection with an inventory each sixth or twelfth month, enable the business man to discover whether or not his business is profitable.

To illustrate: A merchant starts with a capital of $5000. At the end of the first year he takes stock and finds that the true inventory totals $5642.37. He may proceed as follows:

Stock on hand, as inventoried, $5642.37; accounts receivable, $1436.40; cash on hand $467.80; total assets, $7546.57. Deduct: Amount owing for merchandise, expenses due and not paid, $1580.90; amount owing for borrowed money, $500.00; total liabilities, $2580.90; capital in business, $5465.67.

Upon this very simple booking plan the merchant discovers that in one year his business apparently shows an improvement of $465.67. This is small considering the fact that no interest had been charged on the initial capital. It ought to indicate to the merchant that some attention should be given to the profit side of his business. How could he learn this save by inventorying? It is that which provides him his business compass.

The time must pass when even the smallest merchant will take the chance of sailing his business craft upon dead reckoning alone and manufacturing and wholesale houses will be unwilling to risk their merchandise in such a venture.

Set your inventory dates and let the dates not pass without taking the inventory. Remember that the inventory is more important and necessary in safeguarding against failure than all the shrewdness and business instinct you possess.—"National Association of Credit Men."

French Tobacco Rate Increased

Parisians began the new year by studying the new war taxes instead of the usual exchange of visiting cards and calls. Both houses of Parliament, in a special Sunday session that continued until New Year's eve, worked on the new system of taxes in order to make it effective at the beginning of 1917.

The salient features of the new order of things, from the viewpoint of the average citizen, are a three-cent instead of a two-cent domestic postage; a ten to twenty per cent. increase of the tax on tobacco and cigars, and a tax of from ten to fifty centimes on theatre tickets, graduated according to the price of the seats, more costly telegrams and increased charges upon beverages and certain provisions.

Cigarette Factory at Indiana Harbor

Indiana Harbor, Ind., now has a thriving cigarette factory, the only establishment devoted to the manufacture of cigarettes in the Middle West. The new concern which has been running a month is incorporated under the style and title, "The Western Cigar and Tobacco Co." It's product is the "Coronal" cigarette.

The Western Cigarette and Tobacco Company has its headquarters at 3339 Michigan Avenue, Indiana Harbor, Ind. Its officers are Samuel Wechsler, president; Louis Sterling, vice-president; Edward R. Newman, secretary. The new concern's product is already in great demand and may be had of any dealer. Twenty-five men are now employed in its manufacture. The cigarettes are packed twenty in a box and sell for ten cents the package.

E. A. Strause & Company Open Seventh Store

E. A. Strause & Company, well-known tobacconists of Peoria, Ill., will shortly open a retail store at 228 South Adams Street, that city. This will be the seventh of a string of stores owned by this company.

Manila Commercial Company Raises Prices

The high cost of manufacturing cigars has struck Manila, and as a result the Manila Commercial Company has issued a new price list to the jobbing trade, advising at the same time that all orders on file will be filled at the old prices. The new prices are as follows:

Vitola No. 1 (Sumatra wrapper)	1/40	$52.00
Excelentes	1/40	42.00
Vitola No. 3 (Sumatra wrapper)	1/20	30.00
Perfectos 1A	1/20	30.00
G. Perfectos	1/20	28.50
High Life	1/20	27.50
Conquerors	1/20	26.00
Conquerors, foiled	1/40	30.00
Exquisitos, foiled	1/40	29.00
Superiores	1/20	27.50
Superiores, foiled	1/20	29.50
Cazadores, 2 bundles, no bands	1/20	25.00
Brevas, 2 bundles, no bands	1/20	24.00
Media Regalia	1/20	23.00
Brevitas (1/20..$21.50)	1/10	20.00
Coronas (Londres Grandes size)	1/20	22.50
Londres Grandes, loose, no bands	1/10	20.00
Rothschilds (Londres size)	1/20	21.50
Londres, 1 bundle, no bands	1/10	19.00
Manila Plantations, bundles of 8, no bands.	1/10	18.00

Tobacco Imports Into French and British West Africa

The greater part of the tobacco imported into French and British West Africa is that in the leaf. Although statistics as to its source are not available, it appears that at least ninety-five per cent. of it originates in the United States. The following table shows the imports during the past three years:

Colony.	1913	1914	1915
French:			
Senegal	$378,012	$261,630	$527,622
French Guinea	73,466	72,338	88,760
Ivory Coast	54,109	51,107	63,653
Dahomey	72,480	144,294	204,579
British:			
Gambia	$75,365	$21,916	$56,913
Sierra Leone	366,298	304,505	308,475
Gold Coast	458,959	554,666	612,401
Nigeria	1,123,625	491,630	1,148,726

It appears that only the Gold Coast Colony and Nigeria import a large proportion of manufactured tobacco, the average for the Gold Coast being about one-half in value for the three years under review, and for Nigeria about one-fourth in value. Practically all of the manufactured tobacco imported by West Africa is of cigarettes in hermetically sealed tins. The natives take readily to the use of cigarettes, and their preference for them to the leaf and pipe is growing rapidly.

The only representative of American tobacco in West Africa is at Dakar, where a large American exporting company has a branch in which from thirty to forty natives are regularly engaged in "re-treating" the tobacco consumed in Senegal. The tobacco might, however, be kept in bond and reshipped to other parts of the coast without "re-treating."

The trader as a rule prefers tobacco of a regular color, length, and number of leaves to the head. The petty native trader always gives attention to these qualities, as they enter largely in the exchange or barter for the farmer's raw products. In other words, if a certain class of tobacco has been shipped for a considerable time to one section of the country it would not be wise to ship another class there having a different color, number, and length of leaves, as the consumer has already become accustomed to the first on the market.—"Commerce Reports."

William Deiches & Company Incorporate

Announcement is made of the incorporation of that well-known Baltimore jobbing house, William Deiches & Company, the same having taken place last week. Their place of business is 115 South Eutaw Street, Baltimore, Md. The capital stock is $500,000; $250,000 of this is preferred, and $250,000 is common stock.

A feature of the incorporation is the gift of common stock to fifty of the firm's employes, all of whom have been in the service of this house from two to thirty years. The ratio of distribution was based on length of service and amount of salary. Thus as a Christmas gift fifty employes became partners in the firm without any investment.

The firm will hereafter be known as William Deiches & Company, Incorporated, of Baltimore and Washington.

The officers of the new corporation are, William Deiches, president; A. S. Hecht, vice-president; E. A. Darr, secretary; and E. S. Hecht, treasurer. In addition to these men, I. B. Miles, C. R. Raabe, and Robert Seymour, are also directors.

United Cigar Manufacturers Co. Buy Grathwol Chain

Announcement has been made of the purchase of the cigar jobbing business and retail stores of the Grathwol Cigar Company, of Minneapolis, to the United Cigar Manufacturers Company. It will be added to the Best & Russell chain, but it has not been decided whether the new link will take that name or not. James J. Grathwol will continue with the new owners as manager of the business in Minneapolis. William Best, Jr., will be in charge.

Rumor has it that the United Cigar Manufacturers Company are about to add other well-known jobbing houses to their chain, which is rapidly extending over the continent.

Austin Art Works Are Ordered Sold

Samuel H. Austin, former millionaire tobacco manufacturers, clubman and curio collector, who died December 14 at his home, 3919 Chestnut Street, carried his intimate knowledge of art markets into his will, probated recently. A clause in the testament reads:

"The best pieces of my books, bric-a-brac, curios, and especially my collection of arms, are to be sold in New York; the poorer and less unique articles are to be sold in Philadelphia."

Mr. Austin's collection was the result of search for curios and antiques all over the world, since he retired from business some years ago. It was considered by connoisseurs the best of its kind.

The petition accompanying the will states the value of the estate's realty at $330,000 and personal property "$100,000 and upwards." The latter is estimated at several million dollars.

The bulk of the estate is bequeathed in equal shares to the widow, Louise Syndam Austin, and a daughter, Emilie Austin Jones. A bequest of $50,000 is given to Mrs. Jones, to be held in trust for her son, Samuel Austin Jones, who is to receive the principal when he reaches his majority. The daughter's husband, Dr. Isaac H. Jones, receives $5000 and $25,000 is given Dr. Harvey Shoemaker.

Read Your Trade Paper Systematically

Many of the busiest and biggest business and professional men of the country have adopted this plan: they set aside a certain period each day or each week in which they do nothing but read their business papers. The man who has the will and the enterprise to adopt this plan of time investment will be well repaid for the small effort required.—"Novelty News."

Minneapolis Dealers Hold Banquet

THE most successful "get-together" meeting ever held by the Minneapolis Cigar and Tobacco Dealers' Association has passed into history.

The occasion was the annual banquet at the West Hotel last Wednesday night.

There were one hundred and twenty in attendance, both the exclusive cigar dealers and the retail druggists being well represented.

One of the most welcome incidents of the evening was in the address by Charles H. Huhn, of the executive committee of the National Retail Druggists' Association, and past president of that association, giving assurance of the co-operation the Minneapolis drug trade would extend the cigar association.

Mr. Huhn had just returned from a meeting of the National Association in Chicago and told of preparations made in the line of proposed legislation to meet existing evils. He referred to one-cent drug sales as being financed by manufacturers, and expressed the belief that if an investigation were made it would be found that like conditions existed in cigar sales of this kind.

W. L. Harris, one of the most successful retail merchants of Minneapolis, spoke on "Co-operation." In fact, co-operation was the key-note of the entire evening. "Individualism has gone," he said, "and collectiveness has taken its place." Through organization could be terminated the competition of gift-giving and price-cutting. He referred to one-cent sales as taking trade from the cigar dealers to whom it properly should go, and spoke of the sale of cigars to members of clubs at cost price as being unfair to the legitimate tradesman. He referred to the advantages that come from getting together and touching elbows, and said if the members would give and take in disposing of all questions, success was certain.

Mayor-elect Van Lear told the association that a concrete organization must be perfected "before you can convince anyone that you mean business." Legislative bodies and officials can't listen to individuals in any line of business, but they are willing to listen to any proposition that comes from an organized body. "Individual beggars at the door of legislation will be turned away empty-handed," he said, and he pointed out why it was obviously impossible to give audience to individual complainers in any line of business, because each one would have a different view—want a different thing done—and of course no one could agree with all of them. "When you agree among yourselves that you want a certain thing done, legislators and officials are always ready to grant reasonable demands. In turn they can come to your organization and point out things they think should be done for the benefit of the business. And in this way through conference on the merits of the proposition the best results can be obtained." Reference having been made to a sign over the mayor's door, "Do your knocking outside and you'll always be welcome," Mr. Van Lear said he thought he should change it to read: "You need not knock coming in, and I hope you'll not knock going out."

Mr. Van Lear was accorded a most enthusiastic reception. None the less cordial was the reception given Mayor Nye, who expressed his thanks to the association for the co-operation it had given him on matters pertaining to the trade during his administration. He spoke briefly on the business as well as the social value of such organizations as this.

The jobbing interests were represented by Harry A. Earnshaw, cigar department manager for the Stone-Ordean-Wells Company. "It is impossible," he said, "to eliminate the middleman. We are all middlemen—the man who grows the tobacco, the cigarmaker who rolls it, the manufacturer who sells it, the railroad that carries it, the jobber who distributes it, and the retailer who disposes of it to the consumer. Without the middleman, the grower would roll his own tobacco and smoke it himself." He expressed the opinion that the cigar-making industry is facing the most critical time in its history. "And," he said, "as Patrick Henry put it, 'if you don't hang together, we'll all hang separately.'" He emphasized the necessity of efficiency on the part of the middleman, and added: "You can't get along without us until the manufacturer finds a way to shoot his cigar by aeroplane, and when he does find that way, he'll shoot it direct to the consumer." In concluding, he added: "You can't cut either the jobber or retailer down on prices without cutting down on value."

W. S. Gilkerson represented the salesmen, whom he described as "having nothing to do but tell the truth and sell cigars," although he admitted that there are times when the salesman is liable to be called into the front office and informed that he is giving away too many cigar cutters. He made this prophecy: "Inside of a year you'll pay more for your cigars, and you'll get more."

Rev. G. L. Morrill opened the evening event by an invocation, and later gave a three-minute, rapid-fire, characteristic speech, which caught the banqueters, and which developed the fact that he is pretty well posted on tobacco history and tobacco literature.

President Louis Nathanson briefly reviewed the history of the organization, and told of some of the things it had accomplished for the benefit of the trade.

Secretary Carl F. Thomas spoke of the needs of the organization—chief of which were membership and the co-operation of the whole trade.

Telegrams of regret were read from several out-of-town men who had received invitations, as well as a letter from James J. Grathwol, who had been summoned east to a conference. In the letter he said:

"I wish to take this opportunity of stating that you and your fellow officers and committees, in my opinion, have accomplished a great deal in making your organization a real 'live one.' There is no question but what your continued efforts will put the cigar business on a very much higher basis than it has heretofore enjoyed in this territory and I sincerely trust that you will eventually have the support of every dealer who handles cigars and tobaccos in the Twin Cities."

The addresses were interspersed with several musical numbers and vaudeville sketches arranged by the committee having the banquet in charge, to whom must be given the credit for its success. The committee consisted of William Brinkmann, Carl F. Thomas, W. S. Gilkerson, Louis Levy and Louis Nathanson.—"Cigar and Tobacco Journal."

Seven Cigar Stores Robbed in One Night

It was reported at New York Police Headquarters, that on the morning of December 23rd, between the hours of two and five o'clock, thieves robbed the following cigar stores: Lewinson Brothers, 1 Kenmare Street; Daniels Cigar Store, 14 Beekman Street; Schulte & Company, 608 Broadway; United Cigar Stores at 298, 381, and 489 Broadway and 246 Canal Street. It is believed that the same gang worked on all the stores, as the glass panels in the doors were removed. Amounts ranging from $10 to $15 were taken from the cash register in each store, as well as boxes of the finest cigars.

This window dressed by Mr. Cook, of the Fay Lewis & Brothers Company, Milwaukee, window department, took third prize in a display contest of nationally newspaper advertised products recently held in that city, and was the only tobacco display to be awarded a prize.

The Retail Merchant's Value

Upon retail merchants devolves the responsibility of marketing every article of merchandise: through their efforts numerous manufacturers have been enabled to make various products staple. True, the commercial path of the merchant is frequently smoothed out to a considerable degree when the manufacturers create a brisk demand for their products through intelligent advertising; in other words merchants are able to dispose of such goods easily, but when the vast number of unadvertised brands handled is taken into consideration the merchant's great importance to the manufacturer can be more fully appreciated.

The good merchant is very much of a commercial safeguard. If he sells foods he is particularly careful not to offer his patrons anything which might prove deleterious to health; if he sells drugs he exercises care that they are compounded by skilled men whose work is checked in order to eliminate errors; if he sells clothing he is careful to let the customer know exactly the character of the goods under consideration because he realizes the importance of establishing confidence in order that the patron may trade with him again. And so it is throughout the entire retail trade.

Some of the most renowned business men in the United States began their careers in small stores in thinly populated communities. They realized in the beginning the absolute importance of conserving the best interests of their patrons in order to win their lasting confidence, and this policy has done more to guide them to success than any other. So well have they succeeded in winning the confidence of their customers they not only make return purchases, but speak in the highest praise of the merchant to their friends and acquaintances. And this is conceded to be the best form of advertising known.

Too much praise cannot be bestowed upon the retail merchants of the United States. Beyond all possibility of dispute they constitute the most important link in the great commercial chain of distribution. Honest, active and intelligent, as a whole, they form a constructive force of undisputed power. Through acting as the final outlet for manufactured goods and by serving the convenience of a hundred million consumers, the retail merchants are the most indispensable single element in American commercial life.—"The Open Door."

"Who Is This?"

If a person rings the front doorbell he is not supposed to ask, "Who are you?" of the one who answers the summons. Yet that is practically what is done when a telephone caller greets the responding "Hello" with "Who is this?" There are many little annoyances in telephone usage, but this is perhaps one of the most provoking. To be called to the phone and then asked to establish identity is calculated to unbalance the equanimity, especially of a busy person. Telephone practice is after all largely a matter of manners, notwithstanding the separation in distance of the persons who are talking. Probably the one who asks, "Who is this?" on calling another is mentally off guard momentarily on hearing a voice other than that which is expected, but even so the effect on the person who is called is unfortunate. Telephone users should always bear in mind the fact that it is best to establish their own identity first of all when the connection is made, so as to leave no question as to who is speaking from the initiating end.—"Washington Star."

More Money for Tobacco Growers in 1916

This year's tobacco crop of the United States brought the growers $169,000,000, according to the recent report by the Department of Agriculture.

This is calculated on the basis of a price of 14.7 cents per pound received by the farmers this year, for the 1,150,622,000 pounds, which the report says was produced on the 1,411,800 acres covered by the crop which yielded on the average 815 pounds per acre.

These figures are larger than the corresponding figures pertaining to the crop of 1915, according to the department.

For the year 1915 the acreage was 1,369,900, yield per acre 7754 pounds, total production 1,062,237,000 pounds, farm value December 1, 1915, 9.1 cents per pound, total farm value of the crop on the same date $96,281,000.

The average figures for the tobacco crops of the years from 1910 to 1914, except the yield per acre, are also lower than the 1916 figures, as the following average figures for the years indicated will show:

Acreage 1,209,000, yield per acre 820.5 pounds, total production 991,958,000 pounds, farm value December 1st, 10.4 cents per pound, total farm value of the crop on that date averaged $103,061,000.

The Jobber's Value

JOBBING, or jobber, in the popular acception of the term, means, "To buy in large quantities, and sell to dealers in small lots."

There are three distinct types of jobber—the local jobber, the sectional jobber and the national jobber.

The local jobber, being far more numerous, does more than one-half of all the business done. He operates in a limited area.

The sectional jobber reaches out over a wider territory, frequently operating in several states.

The national jobber is, in reality, a combination of all three kinds—local, sectional and national. His chief function is the distribution of a line of specialties all over the country, but he also handles full lines for local and sectional distribution.

The jobbing industry of to-day constitutes a great selling and distributing organization. In facilitating the economical and speedy delivery of merchandise the value of the jobber to American Commerce forms one of the strongest links in the chain of distribution.

To the American jobber falls the duty of supplying one hundred million people with food, clothing and other innumerable necessities of life. Aside from the commercial features involved the jobber has certain moral obligations to discharge; he must exercise diligent care that what he handles and sells is neither fraudulent nor deleterious to health.

The tremendous buying capacity of the jobber saves, for the retail trade, millions of dollars yearly in freight charges alone.

Among other things the jobber eliminates the necessity of manufacturers establishing and maintaining distributing warehouses, increasing their sales force, or installing credit and collection systems.

The jobber makes it possible for the manufacturer to maintain both a constant and even distribution of his products. When the dealer runs out of an article he can be readily supplied in any quantity by his nearby jobber even though the manufacturer is located clear across the continent.

The jobbers are better equipped to supply dealers than are manufacturers, as they carry in stock a great variety of merchandise which dealers can purchase for immediate delivery. Jobbers' service to the trade enables dealers also to buy in small quantities, as often as conditions warrant, thereby enabling them to keep turning their stocks quickly.

The sale of food products alone aggregate a sum ranging between five and six billions of dollars annually. The majority of this tremendous volume of business is handled through the jobber.

To better appreciate the enormous proportions which the jobbing industry has assumed, one has but to consider that there are 78,000 jobbers located in the United States. This means that there are 78,000 Sales Stations of all kinds and classes at which sales are made constantly. Of these 78,000 the grocery jobber constitutes approximately 5350. There are 2000 exclusive tobacco jobbers and 1200 druggist jobbers in the United States. These three kinds of jobbers alone are represented by about 60,000 traveling salesmen. A large percentage of the grocery and druggist jobbers maintain a tobacco department. Therefore, nearly 60,000 salesmen are daily going over the highways and by-ways of America, selling the products turned out by the manufacturers of grocery, drug and tobacco products.

The jobber is alive at all times to what is going on about him. He is alert to note in advance the wave of depression or that of prosperity. Each jobber's buyer knows conditions in his territory. He keeps his fingers constantly on the pulse of the general situation. He is familiar with present and probable future consumption of various lines of merchandise—keeps himself fully informed on the condition of agricultural crops, as well as on the condition of all other industries which could possibly have any important bearing upon business conditions generally.

All departments in well-regulated jobbing houses are so organized that each co-operates with the other in a way that welds them, thereby forming a compact organization. Each department is operated in a way that supports the other, scientific management being the rule throughout.

Keeping stock moving in the order that it is received, so the goods may not be permitted to deteriorate with age, is another important feature of the jobbing business. This system enables the stock managers to keep the loss, on account of deterioration of stock, down to the minimum. It is as necessary for jobbers to keep their stock turning as it is for dealers to apply the same method.

The selling enthusiasm of well regulated jobbing houses equals their buying enthusiasm. The careful buyers are, therefore, cautious not to overload or purchase stock that is not marketable in their respective territories. Merchandise that does not move ties up an amount of capital that could otherwise be making dividends—this, every buyer realizes.

The jobbers' credit man hews straight to business lines in extending accommodations. This assures the worthy dealer of getting such accommodations as he requires without the jobber assuming any hazardous risks.

The jobbers' salesman keeps his trade posted as to general trade conditions; advises each dealer as to the kind, quantity and quality of goods he would be justified in stocking, and otherwise assists him because he realizes that his house's success depends upon the success of the dealer.—"The Open Door."

"Fair Deal" Pays Says Moos' Trade Tips

The house organ of the J. B. Moos Company, "Moos' Trade Tips," offers the following wholesome suggestions to retailers:

"First, don't be afraid to ask a legitimate price for your cigars. If five-centers advance from six-for to five cents straight, don't be afraid to tell your customers so. We warn you against 'passing off' an inferior cigar in place of one demanded that may have advanced in price.

"Be honest with your customers, get the right price and sell only such cigars as you know will be satisfactory. It is not for to-day alone that you are doing business; it is for to-morrow, for next month, for next year, as well.

"You're a consumer yourself. In your home you buy beans, coffee, sugar and other food; you also buy clothing and shoes. Most of these products have advanced in price. Hadn't you rather your grocer and butcher advise you that prices have soared and leave the option with you of paying the increase or purchasing inferior quality? Yes, of course. And your customers doubtless feel the same about the cigars they smoke. You have a perfect right to sell your merchandise, which costs you more money, for more money. You have to make a profit on every sale to stay in business.

"But, above all, be honest with your customers."

Max Rosen, a cigar manufacturer at 252 Broome Street, has recently filed a schedule in bankruptcy showing liabilities of $15,194 and assets of $272.

Using the Credit Department As a Business Builder

CREDITS is a subject which must of necessity interest every jobber and retailer. Its relation to sales is vital, and in many cases has a tendency to keep sales down rather than increase them. No one of us feels particularly jubilant over receiving a "dun," but it can be so worded that if we are in a position to do so we pay promptly and apologize for the delay; or it may irritate us to such an extent that we resolve to pay the bill if we have to "sell our shirt" to do it, and determine at the same time that we will have no more business dealing with that house. And in the latter situation, perhaps not intentionally, you become a "knocker," on general principles, when the name of the house is mentioned. And granting that you still have a few friends left your comments may carry sufficient weight to take a few customers away from them.

Investigation shows that many unpaid bills are due more to neglect than to financial inability. More progressive firms are constantly looking toward a correction of the former fault, and at the same time to keep the goodwill of the customer. Some houses aspire even higher and try to use the matter of credits as a wedge to establish a still closer relationship, that is in cases where the customer is neglectful of his obligation, but able to pay.

"Using the Credit Department as a Business Builder," is the title of an interesting article in the Christmas issue of "Burning Question," the fine little house organ of the United Cigar Manufacturers Company. The article is from the pen of S. J. Jackson, of M. A. Gunst & Company, Incorporated, and contains so many thoughtful suggestions that we print it herewith:

"Burning Question, is, we take it, first of all a forum. The following article on jobbing credits is therefore submitted in the hope that it may draw forth others, telling us how they handle this department, so that we and all the members of our large family of distributors may benefit thereby.

"As this is, we think, with the exception of the report of a very able talk by Mr. Welch, of M. A. Gunst & Company, San Francisco, delivered to a Salesmen's Convention, the first article on this subject, we may be excused for making it somewhat elemental also because we trust it may be found interesting not only to those whose particular work it "credits," but by all in the organization as well, as we believe that all departments and their members are indirectly parts of the credit department.

"When an order has been obtained and accepted, we have really established a bond of confidence between the new purchaser and ourselves, and this confidence should be shown not only in the amount of credit granted, but in the conduct and attitude of every member of the organization whom he meets, whether it be the boss, the salesman, the cashier, the bookkeeper or the delivery boy, as well as in the correspondence which is sent him—in fact everything that goes out from the house to its customers should reflect this faith.

"It will generally be found that there is a certain relationship between the time of the turnover of any article of merchandise and the terms under which it is sold. As cigars are carried in stock by the jobber, and the retailer can be supplied at once or in a few days, and as it is desirable that the merchandise reach the consumer in the best possible condition, the wise representative sells his customer, not as much as he can, but only as many of any one brand as he feels will last him for a reasonable time. The cigar line consequently belongs to that class of credits where terms are short and initial judgment is of minor importance. To be sure we consult the agency, and better still the experience of our competitors, and the opinion of our own salesmen, but when the order before you is probably not more than one-twelfth of a normal yearly purchase it is not very difficult to reach a decision.

"Here in our own business we work on terms of thirty days. A fair proportion of our clientele consists of small stores with little capital and less responsibility, frequently changing hands over-night. It would be quite impossible to do business with this class of trade were it not for the fact that our salesmen call upon them every two weeks and are in touch with the situation.

"The credit man's efficiency will therefore be measured not by any wonderful display of acumen, but by the methods he employs in following up the account after shipment has been made. In this we believe we have made some progress.

"Two years ago we used a series of form letters. We take off statements each month in duplicate, mailing original to a customer and giving duplicate to salesmen, who make many of the collections. We formerly started a form letter follow-up on each account thirty days past due. These letters were well phrased along the usual lines, increasing in insistency until the last one threatened customer with attorney. We do not wish to be understood as criticising all form letters, nor these of our own. They were undoubtedly well adapted to that particular period of our business life. They did not, however, seem to increase collections, and on the other hand caused considerable friction with customers.

"We started to analyze the situation by drawing off each month for each salesman a list of past due accounts from forty-five days on. A study of these for several months showed, of course, that it was the same fellows who were always slow.

"They knew as well as we did just how many form letters we used, and knew that they could withhold payment, unless they were in need of goods, until the last form letter had been received. We concluded that delinquency in many cases was merely a bad habit and not necessarily indicative of poor financial condition, and came to realize that the form letter was neither helping us nor training our customers to become better merchants. Not feeling sufficiently strong to discard the system entirely, we temporized by reducing the number of form letters to two. When two letters had been sent the account was brought to the attention of the writer, who gave it special attention. This was a step in the right direction, and naturally led us a few months later to discontinue entirely the form follow up collection letter. In addition to lessening the chance of causing friction with good customers, the reduction in stationery, postage, and a readjustment of the clerical force resulted in considerable saving.

"These changes were not made until we felt we had discovered the proper substitute. In seeking for the basic principle applicable to the situation, we believe we found it in the establishment of the spirit of co-operation between the credit department, so called, and the sales force. While it is particularly true of departments handling large credits

where initial judgment is quite important, it is also true to some extent of all organizations, that there is an impassable wall between the credit man and the sales force. The credit man feels that he is the watch dog of the treasury; the salesman, on the other hand, considers that the credit department is a millstone around the neck of the business. He thinks that he understands the situation much better than the credit man, and in this particular branch, in many cases, this is true. So we started to experiment with one of our city salesmen. Without telling him our idea, we wrote him each night regarding many accounts and matters concerning which it had previously been our custom to write direct to customers, asking him to call us on 'phone the next morning. We found a few minutes' conference ironed out many wrinkles and made a number of letters unnecessary. The salesman appreciated our consulting him, and in no case was any attempt made to take advantage of our confidence. Very soon we all came to realize that the credit department consisted not in the credit man and his office machinery, nor yet in the salesman, but in the intelligent harmonizing of the knowledge of each.

"Now our salesmen carry a small pad 2 x 3½ of only twenty-five sheets each, fitting easily into an upper vest pocket. This pad is printed as follows:

Salesman .....
Mr. .....
.....
Owes .....
Says .....
Suggest .....

"The first time our salesman calls on a customer after the bill is due, if he fails to collect he sends into the office one of those slips. In most cases we accept the salesman's suggestion. At times we have some information in the office which he is without so that a different course is followed, but this is seldom. This little slip therefore is the start of our follow up, and in the comparatively few cases where we have to write, we do not use form letters but a specially dictated letter for each case.

"Within reasonable telephone distance we use that method of communication, as we find that after you have said Hello to your customer and probably drawn from him a pleasant salutation, it is easier to ask him for a check than in the best phrased letter we could possibly send him. A well-known politician now dead is credited with saying —'unless you have to walk more than fifty miles, do not write a letter.' It is as true of collection letters as of those of politics and diplomacy.

"We are quite sure that our experience is similar to that of others in having found that persuasive are more effective than mandatory phrases. 'Are you not forgetting us?' or 'May we not expect?' have succeeded those very bad words 'must' and 'insist.' The word 'must' has closed many accounts.

"When persuasion and courtesy fail and we wish to scare our customers and probably are somewhat scared ourselves, we send a collect telegram. We find it much more effective than the bank draft. Many, particularly the salesmen, shake their heads at the wisdom of this course, but it should be noted that it is only followed after letters have been ignored and promises broken, so that no future courtesy is due the delinquent.

"Even when present indebtedness is less than the credit limit, we do not ship when any bill is beyond maturity. Under such circumstances we send a 'hold for dollar' letter, but we send it to the salesman who mails it or takes it up with his customer or ourselves as he thinks best. The 'hold for dollar' rule is as nearly infallible as any a wise man makes. The important point is that such exceptions as are made are due to conditions and are not concessions to any particular customer. In a business made up of many thousand accounts, no credit department can stand which can truthfully be charged with granting to one customer a favor not available to all.

"When an arbitrary deduction is made,—shall the check be accepted or returned,—is an old question. We do neither, retaining the check but not using it. We write our customer, telling him of the difference and asking whether he prefers to send an additional check or have us return his check for his own correction. Returning a check is apt to give offense. If check is used and the letter sent regarding balance is ignored, a period of dangerous letter writing may ensue, and even if you win you may lose. This method, however, puts the matter fairly and squarely up to your customer. If he fails to answer you are in better position to write him a second time, and you can still return his check if future developments should indicate that this was advisable. The strategic advantage is yours, viewed from any angle.

"Mr. David G. Evans told us recently in one of his letters that advertising was not meant merely to sell cigars, but to build an atmosphere around them that would cause smokers to buy, and respect what they had bought. Adopting Mr. Evans's thought, the reduction of credit losses has not been primarily our aim. We have endeavored rather to create a better feeling and understanding between our salesmen, our customers, and ourselves, realizing that we are all arrayed on the same side in the battle,—the battle of putting our brands in the mouth of Mr. Consumer, who supports us all. It is, however, interesting to know that the first six months of the present year under our new co-operative plan showed losses considerably less than those of any preceding fiscal period."

Lancaster Leaf Brings Top Prices

Lancaster, Pa.

The 1915 tobacco, virtually the only old Lancaster County goods left in the hands of Lancaster packers outside of a few thousand cases of the 1909 packing, has gone skyrocketing in price. A packing of 1915 goods belonging to a county dealer, 153 cases, sold for twenty-five and one-half cents a pound, and a lot of the same owner's "tops" brought thirty cents. A number of sales have lately been made at twenty-four and one-half cents a pound. It is generally believed that these goods will soon get up to thirty cents. It is fine tobacco, and being in a class by itself, is eagerly sought after. The difficulty is that not a great deal is in the open market, the bulk of it having been bought up from the growers by big cigar manufacturing concerns outside of Lancaster County. As the only comparatively cheap tobacco now left, the 1909 goods are being gradually taken up by manufacturers of the cheaper grades of cigars. But even this tobacco is not rated cheap any more, as some has been selling at sixteen cents a pound. A year ago it went begging at five to seven cents a pound and there were at least 15,000 cases in the market. Now hardly 3000 cases could be bought outside of several thousand cases bought by a dealer who bought cheap and is holding for even a higher price than sixteen cents.

The year ending has been a prosperous one for local packers and a busy one for the seven hundred cigar factories of Lancaster County, but the majority of them were handicapped by the high prices of leaf tobacco, and, while busy, their profits as a rule were small.

The C. & M. Cigar Manufacturing Company, of Philadelphia, has been incorporated under the laws of Pennsylvania with capital stock of $6000. A. M. Cherry is named as the incorporator.

Revenue Report for Month of November

The following comparative data of tax-paid products as indicated by monthly sales of various stamps and receipts from certain sources of revenue is obtained from the statement of Internal Revenue Collections for the month of November last.

Products		November 1915	November 1916
Cigars (large)	No.	689,578,620	701,911,923
Cigars (small)	No.	86,482,400	72,748,600
Cigarettes (small)	No.	1,751,114,872	2,309,032,608
Cigarettes (large)	No.	1,891,400	2,086,150
Snuff, manufactured	Lbs.	2,624,650	3,198,040
Tobacco, chewing and smoking	Lbs.	34,639,777	36,643,844
Playing cards	Packs.	3,535,420	4,195,066

Note: Porto Rican imports November, 1916, included in above statement were as follows: 18,473,090 large cigars; 420,000 small cigarettes.

Philippine imports for October, 1916 (not included in above statement), were as follows: 11,209,220 large cigars; 395,504 small cigarettes.

E. Regensburg & Sons Raise Prices on "Admirations"

E. Regensburg & Sons have sent the following notice to the trade:

Gentlemen:—Owing to the well known conditions existing in the cigar trade, by reason of the increased cost of materials and labor, we are reluctantly obliged to revise our prices on our brands of cigars to partly cover the increased cost of production. The prices quoted below will apply to all unfilled orders in our hands on January 1, 1917, and on all shipments made by us after that date, as well as on all orders placed with us after the date of this notice.

Admiration

SIZE	Packing	Wholesale Per 1000 in	Per 100 New York	Retail Selling Price
CELESTIALES	1-40	$120.00	$15.00	3 for 50c
MAJESTICS	1-20	90.00	11.00	2 for 25c
PERFECTOS	1-40	90.00	11.00	2 for 25c
QUEENS	1-20	90.00	11.00	2 for 25c
DELICIOSOS	1-40	85.00	11.00	2 for 25c
BON TON	1-40	75.00	9.00	10c straight
BON TON	1-20	72.00	9.00	10c straight
REGALIA CHICA	1-20	70.00	8.50	10c straight
PANETELAS	1-20	70.00	8.50	10c straight
BELVEDERES	1-20	65.00	8.00	3 for 25c
LITTLE YANKEES	1-20	35.00	4.50	5c each
GEMS	1-10	19.00	2.25	25c per pkge.
MINIATURES	1-10	12.00	1.50	15c per pkge.

Terms:—Less 2 Per Cent Ten Days.

We extend to our customers the privilege of cancelling any unfilled orders in our hands on or before January 1, 1917.

Thanking you for past favors and soliciting a continuance of your valued patronage, we remain,

Very truly yours,
E. Regensburg & Sons.

Dated, December 15, 1916.

Red Lion Cigar Manufacturers May Buy Box Factory

It is understood that H. A. Waughtel, superintendent and manager of the Miller Brothers Cigar Box Company, Red Lion, Pa., has secured pledges of $25,000 from cigar manufacturers in Red Lion toward the purchase of the cigar box factory. It is stated that $35,000 is needed in order to consummate the deal. It is said that the proposition is to have the business controlled by a corporation composed chiefly of cigar manufacturers in the borough similar to the Merchants' Cigar Box Company, of Dallastown. It is understood that Miller Brothers are willing to sell at the figure named. The factory is one of the largest in that section.

Tobacco Examiner Wanted for San Francisco

The United States Civil Service Commission announces an open competitive examination for tobacco examiner, for men only, on January 17, 1917, at San Francisco, Cal. From the register of eligibles resulting from this examination certification will be made to fill a vacancy in this position in the Office of the Appraiser of Merchandise, San Francisco, Cal., at a salary of $2500 a year, and vacancies as they may occur in positions requiring similar qualifications, unless it is found to be in the interest of the service to fill any vacancy by reinstatement, transfer, or promotion.

The appointee to this position will be required to determine the suitability of leaf tobacco for wrapper or filler purposes.

Competitors will be examined in the following subjects, which will have the relative weights indicated:

Subject.	Weights.
1. Practical questions	25
2. Practical tests	40
3. Arithmetic (particular percentage problems)...	10
4. Training and experience	25
Total	100

Each applicant must show that he has had at least three years' responsible experience as a manufacturer of clear Havana cigars, or as a wrapper selector in a factory making clear Havana cigars, or as a buyer or salesman of Cuban leaf tobacco.

No sample questions of this examination will be furnished.

Statements as to training and experience are accepted subject to verification.

Applicants must have reached their twentieth birthday on the date of the examination.

Applicants must submit to the examiner on the day of the examination their photographs, taken within two years, securely pasted in the space provided on the admission cards sent them after their applications are filed. Tintypes or proofs will not be accepted.

This examination is open to all men who are citizens of the United States and who meet the requirements.

Persons who meet the requirements and desire this examination should at once apply for Form 1371, stating the title of the examination desired, to the Secretary of the Twelfth Civil Service District, Post Office, San Francisco, Cal. Applications should be properly executed, excluding the medical certificate, and filed with the District Secretary at San Francisco in time to arrange for the examination of the applicant.

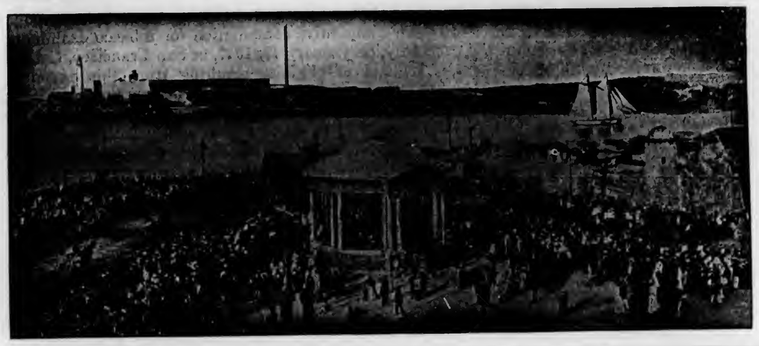
Dayton Tobacco Dealers Purchase New Site

Charles T. and Stanton L. Brenner, tobacco dealers, of Dayton, Ohio, have purchased the old Kemper homestead, at the southeast corner of Monument Avenue and St. Clair Street, that city. The property has been a part of the Kemper estate since 1865.

According to the new owners work will be started at once on the construction of a four-story fireproof business block, and work of wrecking the present building will commence as soon as possible.

Plans for the new building show that it will be one hundred feet square, in addition to the tobacco firm's warehouse, storerooms for other lines of business will be included. The former business home of the firm on Webb Street has been purchased by the Dayton Screw Company.

Roy Bierwirth, of Mendota, Ill., has sold his interest in the cigar store in that town to his partner, Ed Grim. The latter will conduct the business in the future.



The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, December 23, 1916.

BUSINESS during the past fortnight has been better, although the reported sales do not show the amount of transactions, which were subject to examination by the buyers of leaf tobacco, but which may appear in our next review of the market. We have had some large Canadian manufacturers of cigars in town, besides a number of American leaf dealers, all of whom have operated quite liberally, notwithstanding the high prices. This strikes us as almost a sure indication that the bulk of manufacturers and leaf dealers, who are to arrive here in January, will create a still further rising market as the stocks may not be sufficient to meet the coming demand. It has also surprised us to see so many buyers here in the month of December, as we were prepared to see only a limited number of them in town, and thought that they would delay their coming until after the turn of the year. The forerunners must have either sized up our market position correctly, or these buyers were actually short of stocks, and were forced to pay us a visit earlier than calculated. Perhaps both of these presumptions may be correct. In any event it has strengthened the feeling of our leaf dealers as a few of them were just beginning to entertain some doubts about the future demand for Remedios, and which now has been luckily averted. Besides, we have had some inquiry from the exporters for South America, and the Cuban Land and Leaf Tobacco Company, as well as other local manufacturers of cigars and cigarettes have continued to operate to a fair extent.

The outlook for the coming crop is still doubtful as we have heard some complaints, and if we should not have a good shower of rain soon the chances of harvesting a large crop in the Vuelta Abajo may be nullified, and which would be indeed a hardship for the vegueros and our manufacturers. The crop in the Partidos is less dependent upon rain, as irrigation is prevalent to a large degree. As the Remedios crop has been delayed anyhow the necessity of rain at present does not play any role.

Sales during the past fortnight totaled 11,757 bales, and which consisted of: Vuelta Abajo and Semi Vuelta, 3850; Partido, 560; and Remedios, 7347 bales.

Buyers were: Americans, 3387; Canadian manufacturers, 2275; exporters to Europe (France), 700; shippers to South America, 1063; and our local manufacturers of cigars and cigarettes, 4332 bales.

Exports of leaf tobacco, from the port of Havana, for the two weeks ending December 16, 1916, totaled 10,451 bales, which were distributed to the following countries, viz.: To all ports of the United States, 9066; to Canada, 864; to Great Britain, 73; and to South America, 448 bales.

Receipts of Leaf Tobacco from the Country

For four week ending Dec. 22, 1916.		Since Jan. 1, 1916.	
Vuelta Abajo	6,972 bales	159,444	bales
Semi Vuelta	761 "	20,741	"
Partido	115 "	22,982	"
Remedios	11,466 "	138,775	"
Oriente	41 "	6,869	"
Total	19,355 "	Total 348,811	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Marco Fleishman, of S. Rossin & Son; Joseph Mendelsohn, of Mendelsohn, Bornemann & Company; Bernhard Lichtenstein, of Lichtenstein Brothers, and Ted Smith, of Hinsdale Smith & Company.

From Philadelphia: S. Bayuk, of Bayuk Brothers Company.

From Hamilton, Ontario: A. F. Presnail and M. T. Irwing, of The Tuckett Cigar Company.

From Dayton, Ohio: Joseph Weinreich, of Joseph Weinreich.

From Denver, Col.: Ramon Solis, of The Solis Cigar Company.

Returned—Hermann Upmann, of H. Upmann & Company; Bruno Diaz, of Bruno Diaz & Company; Ladislao Menendez, of Menendez & Company.

Departure—To New York: Marco Fleishman.
To Philadelphia: E. A. Calves and S. Bayuk.
To Montreal: Walter Betts and E. H. Harris.
To Chicago: Matt Wengler and Walter Sutter.

Cigars

Business in our cigar factories naturally has subsided somewhat, as always toward the end of the year, and still our large factories cannot complain to be bereft of orders, for the current sizes, from the United States, and it also seems, that some factories have still some unfilled orders from Great Britain to attend to.

Romeo y Julieta still has good orders on hand for the States, and also for England. Don Pepin Rodriguez is expected to arrive by the S. S. "Infanta Isabel," from Spain, about the end of this month. While still in Spain he lost his aged father, Don Francisco Rodriguez, in his eighty-first year, and we beg to tender him our since condolence.

Partagas is keeping up its activity to all the principal countries, notably so to the United States.

H. Upmann is fairly busy still, not lacking good orders from the United States.

Punch is as busy as heretofore. August Kuttnauer, the representative of the Punch factory for the United States and Canada, arrived this week on his annual visit from New York.

Sol continues to work regularly on incoming orders from everywhere.

Valeriano Gutierrez, the representative of the Hoyo de Monterrey factory, also came here this week, on a short business visit.

Por Larranaga is doing a splendid trade in the City of Havana, as well as in the interior of our Island, besides having good orders for Great Britain and the States.

Eden, Devesa de Murias, Belinda, Hoyo de Monterrey, and a few others, are fairly busy still, considering the close of the season.

Leaf Tobacco

Walter Betts and E. H. Harris purchased heavily to the extent of about 6000 bales of Vuelta Abajo, Partido and Remedios, all of the best kinds, for their great firm of S. Davis & Sons, Limited, of Montreal. Leslie Pantin was the broker in this transaction.

A. Santaella, of A. Santaella & Company, of Tampa; Matt Wengler, of Wengler & Mandell, and Joseph Weinreich, transferred their accounts from the late Manuel Suarez, to Mark A. Pollack. S. Bayuk bought some 1500 bales of leaf through the intervention of Mr. Pollack also.

Some of the principal sellers were: Aixala & Company, 1278; Leon, Delgado & Company, 979; Tomas Benitez, 950; Manuel A. Suarez & Company, 717; Selgas & Company, 580; Muniz Hermanos, 560; Camejo & La Paz, 539; Jose C. Puente & Company, 407; Herrera, Calmet & Company, 350; I. Kaffenburgh & Sons, 250, and Jose F. Rocha, 168 bales.

Some of the principal other buyers were: The Cuban Land and Leaf Tobacco Company, 2225; J. F. Rocha & Company for their cigarette factory, "La Gloria Cubana," 625 bales, and various others of minor importance.

E. A. Calves made some excellent purchases of first capaduras, but as he told us, he paid the highest price for them, that he had overpaid in his experience, as a leaf importer.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the last two weeks were:

Maximilian Stern, 2200 bales; Virgilio Suarez, 1286 bales; I. Kaffenburgh & Sons, 1209 bales; Leslie Pantin, 841 bales; Menendez & Company, 800 bales; Walter Sutter & Company, 629 bales; Manuel Suarez, 543 bales; Ernest Ellinger & Company, 517 bales; Cuban Land and Leaf Tobacco Company, 512 bales; Manuel A. Suarez & Company, 436 bales; Jose Suarez & Company, 396 bales; Hijos de Diego Montero, 298; J. Bernheim & Son, 234 bales; Sierra & Diaz, 225 bales; Sobrinos de A. Gonzalez, 203 bales; Rodriguez, Mendez & Company, 202 bales; H. Upmann & Company, 201 bales.

Oretaniv.

Highest Price for Leaf in Owensboro

The highest price ever paid for leaf tobacco in Owensboro, Ky., is said to have been paid recently for a basket of dark tobacco which brought $22 a hundred. At Livermore, in the same state, a basket of dark leaf is said to have brought $23.50 a hundred pounds.

Tarpon Springs, Fla., to Have Cigar Factory

It is stated that Tarpon Springs, Fla., is shortly to have a cigar factory and that the contract for the building has been let. There will not only be a factory built, but it is said that sufficient cottages will be built to house one hundred families of the cigarmakers who will be employed.

15¢
Harmony
A PIPE BLEND of five distinct kinds of Imported and Domestic tobacco-each kind alone having a delightful aroma and natural flavor without the slightest harshness.
Liggett & Myers Tobacco Co.

Why Harmony Smokers are *Extra-Profit* Customers

Each 15c tin of Harmony pays you nearly as much profit as any TWO packages of ordinary 10c tobacco.

That's why it will pay you to display HARMONY, and recommend it.

You'll find it repeats, too. We are telling the HARMONY story in the Saturday Evening Post, Collier's, and other magazines which have a combined circulation of **over 9 millions.**

Men are beginning to realize that no better pipe tobacco than HARMONY can be made, regardless of price charged. They are discovering that HARMONY Pipe Blend has a new, *more delightful* flavor—a flavor so delicate, yet "full" that pipe-smokers have named it *"rich mildness"*.

Note this Guarantee

HARMONY is guaranteed to sell. We stand ready to take back any part of it and refund in cash the price paid.

HARMONY will be sent to you direct from our factory—one pound or more—so that you may assure your customers of always getting it full of its original, fresh flavor. *Order from your jobber if you have not already done so.*

Liggett & Myers Tobacco Co.

HARMONY
A PIPE BLEND

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

LIVE JOBBER WANTS TO HEAR from factories making long-filler cigar, retaling 2 for 5 cents. Can use 40,0000 weekly. Cash with orders. Shirley, Bloomingdale, Michigan.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Salesman Wanted.

SALEMAN WANTED—A hustler, by manufacturer of fine, high-grade, shade-grown and Sumatra-wrapped cigars. To call on club and retail trade in New York, New Jersey, Pennsylvania and Ohio. Must know territory. This is a real opportunity for a man who can "deliver the goods." Address Box 202, "The Tobacco World."

Situation Wanted.

POSITION WANTED—As foreman or assistant. Experienced on hand or suction. Capable of taking charge. Best references. Address Box 201, "The Tobacco World."

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

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It is predicted that much of these unsold goods will still be on their owners' hands until spring, when they will sell in order to get rid of them, taking less than could be secured. It has been the case for several years past with goods held too long for prices the packers would not give. Some deliveries of the new crop have already been made to Lancaster warehouses, for the growers have begun stripping, the weather having prepared the tobacco for this. There will be no delay in delivery when stripped, for payment is made on delivery, and fat checks will be the rule this year.

It has been many a long year since Lancaster County growers got 15 and 16 cents, and some even 12 and 18 cents for their tobacco. The Lancaster County grower is one who studies the market through the papers as well as the dealers, and having learned that the prospect of old goods being scarce this time next year as now is next to a certainty, he has decided to plant a bigger acreage than ever, in order to come in for more high prices. He believes with the trade, that whether the European war is ended by that time or not tobacco will be scarce and prices high.

Lancaster Tobacco Growers Elect Officers

The Lancaster Seed Leaf Tobacco Growers' Company, composed entirely of tobacco growers and numbering several hundred stockholders doing a leaf tobacco business, last week elected the following directors at the annual meeting, at which reports showed the company to be in a prosperous condition: J. H. Pickel, J. E. Shank, S. F. Sweigart, Benjamin Rhoades, E. H. Habecker, Clayton Cover, John Burkhart, C. E. Brackbill, A. R. Landis, John Mohler, C. F. Hess, A. L. Kreider, M. M. Breneman, H. F. Miller and M. C. Rohrer.

Registry of Leaf Tobacco Dealers

A ruling regarding the registry of dealers in leaf tobacco has been issued by the Commissioner of Internal Revenue, as follows:

"Each dealer in leaf tobacco and retail dealer in leaf tobacco, who has paid special tax for the period ended December 31, 1916, will, on account of the expiration of limitation on said date of the act of October 22, 1914, which imposed such special taxes, be required, within the month of January, 1917, in order to continue business, to make return for register on form 277, and obtain certificate of registry, forms 282 and 641, respectively, for the period of the fiscal year ended June 30, 1917. Likewise, all dealers who commence business on and after January 1, 1917, will be required to file returns for register and obtain certificates of registry. These certificates must be posted conspicuously in the dealers' places of business.

"It is assumed that those dealers who, on account of their sales having been less than 1000 pounds, were not subject to a special tax have filed returns for register and obtained certificates of registry for the current year. Such dealers will not be required to file new returns for register or obtain new certificates of registry at this time."

Tobacco Cultivation in Germany

According to a publication of the German Imperial Statistical Bureau, the number of tobacco growers in Germany in 1916 was 85,066, against 60,897 in 1914, and 86,953 in 1913. There were 31,396 acres of tobacco plantations in 1916, against 22,277 acres in 1915 and 25,587 acres in 1914, thus showing a large increase in the area under this product.

Stickney Cigar Company Leases Building

The William A. Stickney Cigar Company has taken a ten-year lease on the five-story and basement building at 1116 Olive Street, St. Louis, Mo., where they will hereafter conduct their retail and wholesale distributing business after alterations and improvements are made to the premises. J. B. Krieger of Cornet & Zeibig represented the William A. Stickney Cigar Company in the deal, and the Mercantile Trust Company represented the Semple estate, who are the owners of the property.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

WEBBS HAVANA 5:—40,005. For cigars, cigarettes and tobacco. November 28, 1916. M. & W. Cigar Co., Tampa, Fla.

MA-K-HIT:—40,006. For all tobacco products. December 4, 1916. The Mochle Litho. Co., Brooklyn, N. Y.

JERSEY EAGLE:—40,007. For all tobacco products. December 11, 1916. William J. Scheick, Newark, N. J.

THE INITIAL CIGARETTE CO.:—40,008. For all tobacco products. December 14, 1916. Nicholas Tsavalas, Bronx, N. Y.

CENTRAL SIX:—40,009. For all tobacco products. December 7, 1916. American Litho. Co., New York City.

PATRICK HENRY MORRISEY:—39,994. For all tobacco products. December 2, 1916. The American Litho. Co., New York City.

VALUE FIRST:—39,995. For all tobacco products. November 29, 1916. C. B. Henschel Mfg. Co., Milwaukee, Wis.

MASTERBUILT:—39,996. For all tobacco products. November 27, 1916. C. B. Henschel Mfg. Co., Milwaukee, Wis.

FRANCESCO PAOLO TOSTI:—39,997. For all tobacco products. December 4, 1916. The American Litho. Co., New York City.

341:—39,998. For cigars, cigarettes, cheroots and tobacco. December 8, 1916. The Ben Cigar Co., Tampa, Fla.

STATE EXPRESS:—39,999. For all tobacco products, cigars, cigarettes, smoking mixtures, etc. December 1, 1916. George Zafirides, New York City.

BEAU BRUMMEL:—40,000. For smoking pipes. December 6, 1916. Manhattan Briar Pipe Co., Brooklyn, N. Y.

NORFOLK:—40,001. For all tobacco products. December 5, 1916. The American Litho. Co., New York City.

BOBOLINK COUNTRY CLUB:—40,002. For all tobacco products. December 5, 1916. The American Litho. Co., New York City.

BIG IDEA:—40,003. For all tobacco products. December 5, 1916. The American Litho. Co., New York City.

R. H. P.:—40,004. For all tobacco products. December 7, 1916. Robert H. Patterson, Atlanta, Ga.

Canton Cigar Manufacturing Firm Enjoys Prosperity

The Beam-Dean Cigar Company, of Canton, Ill., reports that its sales for the past three months have exceeded all its previous records. At the end of October the company was 65,000 cigars oversold, at the end of November, 100,000 oversold and the business thus far in December shows no sign of a let-up. "Dean's Giant Havana" is the leader, and orders are coming in for the brand from all parts of the country.

Contemplates Chain of Stores for "Rose Idea"

The Randolph Rose Company is said to be offering for sale common and non-assessable stock in the corporation, "The Rose Idea," which involves the establishment of a chain of stores in Georgia, Alabama and South Carolina. It is said that these stores will be more in the nature of a business man's club rather than simply a large number of stores selling cigars and soda water. One of the stores is contemplated for Savannah, Ga.

Schulte Cigar Company Lease in Rochester

Pease & Elliman in conjunction with Charles C. Nichols, Jr., of the Chain Store Leasing Company, have leased to the Schulte Cigar Company for a long term of years in the principal business district of Rochester, N. Y., the entire ground floor and basement in the property at 104 East Main Street, and upon completion of extensive alterations to be commenced May 1, 1917, the Schulte Company will open its first branch in Rochester. Negotiations are pending for other locations in Rochester and neighboring cities.

Lorillard Company to Build Annex to Richmond Plant

It is understood that shortly after the first of the year work will be begun on an annex to the factory of the P. Lorillard Company, in Richmond, Va. The addition will increase the floor space by 28,800 feet and will cost $75,000. The working force will be increased by more than three hundred hands. The building will be 80 by 120 feet, will be of brick construction and in keeping with the rest of the plant.

Guatemala Imposes Tax on Machine-Made Cigarettes

Those cigarette manufacturers of Guatemala who use machinery in their factories are much concerned over the publication in "El Guatemalteco" (the official journal of the Guatemalan Government) under date of November 23, 1916, of a notice to the effect that a revenue tax of 1 centavo Guatemalan currency will be imposed on each package of machine-made cigarettes manufactured in the Republic.

Prior to 1899 a tax of 1 centavo was levied and collected upon each package of cigarettes made in the Republic. At that time all cigarettes were made by hand. In 1899 President Estrada Cabrera suspended the operation of the law. Since then factories have been established for making cigarettes by machinery, and there are now four such plants operating in the Republic.

In reviving this old law the decree of November 23 provides that the tax shall be collected only from those manufacturers who emplay machinery, but, on the other hand, it stipulates that it shall be operative from the dates the factories began using such machinery. Local manufacturers are protesting against the new tax, and especially against its retroactive feature. There are three factories now operating in Guatemala City, with a combined capacity of 580,000 cigarettes per day, and one plant in Quezaltenango with a daily capacity of 60,000 cigarettes.—"Commerce Reports."

GUMLESS BANDS
SANITARY AND EFFICIENT
FINEST IMPORTED
Cigar Bands and Labels
GARRETT H. SMITH
United States and Canadian Representative
Compañia Litográfica de la Habana, Habana, Cuba
106 EAST 19th STREET, NEW YORK CITY
Telephone, Gramercy 4880

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

E. Rosenwald & Bro.

145 WATER STREET --- NEW YORK

A. Cohn & Company

Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

JOHN F. HEILAND & CO.

Lancaster County Fancy B's

LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited

KEYSTONE VARIETY WORKS

HANOVER, PENNA.

Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver

Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. CHELME O., 111 Fifth Ave., New York

GEO. SCHLEGEL

22nd St. and Second Ave., NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

J. K. LEAMAN

Packer of and Dealer in **Leaf Tobacco**

Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.

Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN

Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of **LEAF TOBACCO**

Office and Warehouse, 18 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1866

Keystone Cigar Box Co., Sellersville, Pa.

Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer

MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK

Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse

Commission Merchants
Leaf Tobacco & Cigars

18 Obrapia Street, Havana, Cuba

Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco

Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904

H. W. HEFFENER & SON

Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases

HOWARD & BOUNDARY AVE. YORK, PA.

BUSINESS OPPORTUNITIES

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RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

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It has been many a long year since Lancaster County growers got 15 and 16 cents, and some even 12 and 18 cents for their tobacco. The Lancaster County grower is one who studies the market through the papers as well as the dealers, and having learned that the prospect of old goods being scarce this time next year as now is next to a certainty, he has decided to plant a bigger acreage than ever, in order to come in for more high prices. He believes with the trade, that whether the European war is ended by that time or not tobacco will be scarce and prices high.

Lancaster Tobacco Growers Elect Officers

The Lancaster Seed Leaf Tobacco Growers' Company, composed entirely of tobacco growers and numbering several hundred stockholders doing a leaf tobacco business, last week elected the following directors at the annual meeting, at which reports showed the company to be in a prosperous condition: J. H. Pickel, J. E. Shank, S. F. Sweigart, Benjamin Rhoades, E. H. Habecker, Clayton Cover, John Burkhart, C. E. Brackbill, A. R. Landis, John Mohler, C. F. Hess, A. L. Kreider, M. M. Breneman, H. F. Miller and M. C. Rohrer.

Registry of Leaf Tobacco Dealers

A ruling regarding the registry of dealers in leaf tobacco has been issued by the Commissioner of Internal Revenue, as follows:

"Each dealer in leaf tobacco and retail dealer in leaf tobacco, who has paid special tax for the period ended December 31, 1916, will, on account of the expiration of limitation on said date of the act of October 22, 1914, which imposed such special taxes, be required, within the month of January, 1917, in order to continue business, to make return for register on form 277, and obtain certificate of registry, forms 282 and 641, respectively, for the period of the fiscal year ended June 30, 1917. Likewise, all dealers who commence business on and after January 1, 1917, will be required to file returns for register and obtain certificates of registry. These certificates must be posted conspicuously in the dealers' places of business.

"It is assumed that those dealers who, on account of their sales having been less than 1000 pounds, were not subject to a special tax have filed returns for register and obtained certificates of registry for the current year. Such dealers will not be required to file new returns for register or obtain new certificates of registry at this time."

Tobacco Cultivation in Germany

According to a publication of the German Imperial Statistical Bureau, the number of tobacco growers in Germany in 1916 was 85,066, against 60,897 in 1914, and 86,953 in 1913. There were 31,396 acres of tobacco plantations in 1916, against 22,277 acres in 1915 and 25,587 acres in 1914, thus showing a large increase in the area under this product.

Stickney Cigar Company Leases Building

The William A. Stickney Cigar Company has taken a ten-year lease on the five-story and basement building at 1116 Olive Street, St. Louis, Mo., where they will hereafter conduct their retail and wholesale distributing business after alterations and improvements are made to the premises. J. B. Krieger of Cornet & Zeibig represented the William A. Stickney Cigar Company in the deal, and the Mercantile Trust Company represented the Semple estate, who are the owners of the property.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

WEBBS HAVANA 5:—40,005. For cigars, cigarettes and tobacco. November 28, 1916. M. & W. Cigar Co., Tampa, Fla.
MA-K-HIT:—40,006. For all tobacco products. December 4, 1916. The Moehle Litho. Co., Brooklyn, N. Y.
JERSEY EAGLE:—40,007. For all tobacco products. December 11, 1916. William J. Scheick, Newark, N. J.
THE INITIAL CIGARETTE CO.:—40,008. For all tobacco products. December 14, 1916. Nicholas Tsavalas, Bronx, N. Y.
CENTRAL SIX:—40,009. For all tobacco products. December 7, 1916. American Litho. Co., New York City.
PATRICK HENRY MORRISEY:—39,994. For all tobacco products. December 2, 1916. The American Litho. Co., New York City.
VALUE FIRST:—39,995. For all tobacco products. November 29, 1916. C. B. Henschel Mfg. Co., Milwaukee, Wis.
MASTERBUILT:—39,996. For all tobacco products. November 27, 1916. C. B. Henschel Mfg. Co., Milwaukee, Wis.
FRANCESCO PAOLO TOSTI:—39,997. For all tobacco products. December 4, 1916. The American Litho. Co., New York City.
341:—39,998. For cigars, cigarettes, cheroots and tobacco. December 8, 1916. The Ben Cigar Co., Tampa, Fla.
STATE EXPRESS:—39,999. For all tobacco products, cigars, cigarettes, smoking mixtures, etc. December 1, 1916. George Zafirides, New York City.
BEAU BRUMMEL:—40,000. For smoking pipes. December 6, 1916. Manhattan Briar Pipe Co., Brooklyn, N. Y.
NORFOLK:—40,001. For all tobacco products. December 5, 1916. The American Litho. Co., New York City.
BOBOLINK COUNTRY CLUB:—40,002. For all tobacco products. December 5, 1916. The American Litho. Co., New York City.
BIG IDEA:—40,003. For all tobacco products. December 5, 1916. The American Litho. Co., New York City.
R. H. P.:—40,004. For all tobacco products. December 7, 1916. Robert H. Patterson, Atlanta, Ga.

Canton Cigar Manufacturing Firm Enjoys Prosperity

The Beam-Dean Cigar Company, of Canton, Ill., reports that its sales for the past three months have exceeded all its previous records. At the end of October the company was 65,000 cigars oversold, at the end of November, 100,000 oversold and the business thus far in December shows no sign of a let-up. "Dean's Giant Havana" is the leader, and orders are coming in for the brand from all parts of the country.

Contemplates Chain of Stores for "Rose Idea"

The Randolph Rose Company is said to be offering for sale common and non-assessable stock in the corporation, "The Rose Idea," which involves the establishment of a chain of stores in Georgia, Alabama and South Carolina. It is said that these stores will be more in the nature of a business man's club rather than simply a large number of stores selling cigars and soda water. One of the stores is contemplated for Savannah, Ga.

Schulte Cigar Company Lease in Rochester

Pease & Elliman in conjunction with Charles C. Nichols, Jr., of the Chain Store Leasing Company, have leased to the Schulte Cigar Company for a long term of years in the principal business district of Rochester, N. Y., the entire ground floor and basement in the property at 104 East Main Street, and upon completion of extensive alterations to be commenced May 1, 1917, the Schulte Company will open its first branch in Rochester. Negotiations are pending for other locations in Rochester and neighboring cities.

Lorillard Company to Build Annex to Richmond Plant

It is understood that shortly after the first of the year work will be begun on an annex to the factory of the P. Lorillard Company, in Richmond, Va. The addition will increase the floor space by 28,800 feet and will cost $75,000. The working force will be increased by more than three hundred hands. The building will be 80 by 120 feet, will be of brick construction and in keeping with the rest of the plant.

Guatemala Imposes Tax on Machine-Made Cigarettes

Those cigarette manufacturers of Guatemala who use machinery in their factories are much concerned over the publication in "El Guatemalteco" (the official journal of the Guatemalan Government) under date of November 23, 1916, of a notice to the effect that a revenue tax of 1 centavo Guatemalan currency will be imposed on each package of machine-made cigarettes manufactured in the Republic.

Prior to 1899 a tax of 1 centavo was levied and collected upon each package of cigarettes made in the Republic. At that time all cigarettes were made by hand. In 1899 President Estrada Cabrera suspended the operation of the law. Since then factories have been established for making cigarettes by machinery, and there are now four such plants operating in the Republic.

In reviving this old law the decree of November 23 provides that the tax shall be collected only from those manufacturers who emplay machinery, but, on the other hand, it stipulates that it shall be operative from the dates the factories began using such machinery. Local manufacturers are protesting against the new tax, and especially against its retroactive feature. There are three factories now operating in Guatemala City, with a combined capacity of 580,000 cigarettes per day, and one plant in Quezaltenango with a daily capacity of 60,000 cigarettes.—"Commerce Reports."

GUMLESS BANDS
SANITARY AND EFFICIENT
FINEST IMPORTED
Cigar Bands and Labels
GARRETT H. SMITH
United States and Canadian Representative
Compañia Litográfica de la Habana, Habana, Cuba
106 EAST 19th STREET, NEW YORK CITY
Telephone, Gramercy 4880

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

E. Rosenwald & Bro.

145 WATER STREET --- NEW YORK

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

JOHN F. HEILAND & CO.

Lancaster County Fancy B's

LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited

KEYSTONE VARIETY WORKS
HANOVER, PENNA.

Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver

Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

=Leaf Tobacco Merchant=

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. CHELME O., 111 Fifth Ave., New York

GEO. SCHLEGEL MANUFACTURER OF ALL KINDS OF **CIGAR BOX LABELS** AND TRIMMINGS

22nd St. and Second Ave., NEW YORK

CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

J. K. LEAMAN

Packer of and Dealer in **Leaf Tobacco**

Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.

Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN

Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.

Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco

Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of **LEAF TOBACCO**

Office and Warehouse, 15 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1880

Keystone Cigar Box Co., Sellersville, Pa.

Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer

MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK

Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse

Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN

Havana Tobacco

Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904

H. W. HEFFENER & SON

Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26th STREET & 9th AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.
129 Fifth Avenue, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS

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179 West Washington St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

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SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
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OUR HIGH-GRADE NON-EVAPORATING
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American Lithographic Co.
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Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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INTENTIONAL SECOND EXPOSURE

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

PHILADELPHIA OFFICE
322 Chestnut Street

SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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INTENTIONAL SECOND EXPOSURE

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf o Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square

New York

PRESIDENT

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,

172 Industria :: Havana, Cuba

ROBERT E. LANE

General Representative for United States and Canada

115 Broadway New York

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

You'll have to go some to find a nickel cigar that has accomplished the feats that **Bold** *has.*

WE HONESTLY BELIEVE THAT

BOLD

is

"ABOVE ALL"

Bobrow Bros. Philadelphia

THE TOBACCO WORLD

JANUARY 15th

1917

Leading Features

T. M. A. Urges Caution in Protesting Further Taxation of Tobacco Industry

Speed Goodloe and Max Gartman Open El-Provenzo Cigar Factory

Beware Subscription Swindler

Watching Your Business
BY F. W. FISKE

Progress Being Made in Use of Trade Acceptances

Tobacco of Western Greece

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVII No. 2

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

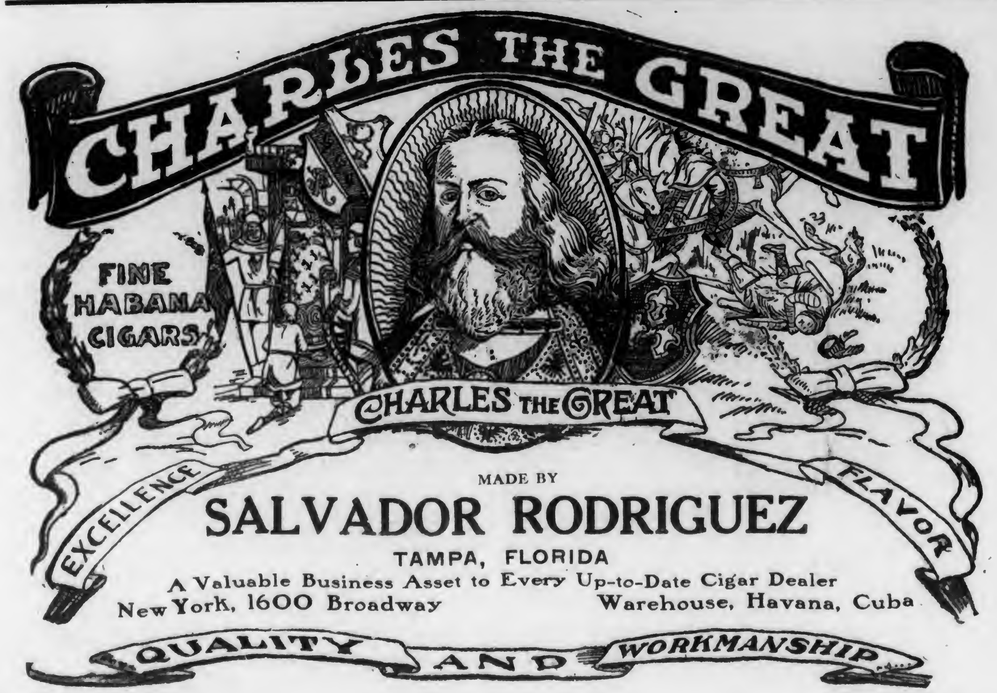
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



The same great organization, kind of advertising and quality standards that have made

W D C TRADE MARK

The Wellington
THE UNIVERSAL PIPE

the world's biggest selling pipe—are back of

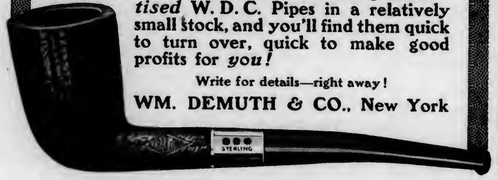
The Big Four

BRIGHTON, to retail at	$ .35 and up
WINDSOR, to retail at	.50 " "
STRATFORD, to retail at	.75 " "
W. D. C. HAND-MADE, to retail at	1.00 " "

You offer your customers their choice of 24 different shapes in each grade! All are genuine French Briar Pipes with vulcanite bits. You can carry *all* of these popular, *nationally advertised* W. D. C. Pipes in a relatively small stock, and you'll find them quick to turn over, quick to make good profits for *you!*

Write for details—right away!

WM. DEMUTH & CO., New York



MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

Londres Grandes

The *Juan P. Portuondo*
CIGAR MFG. CO.
PHILADELPHIA

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

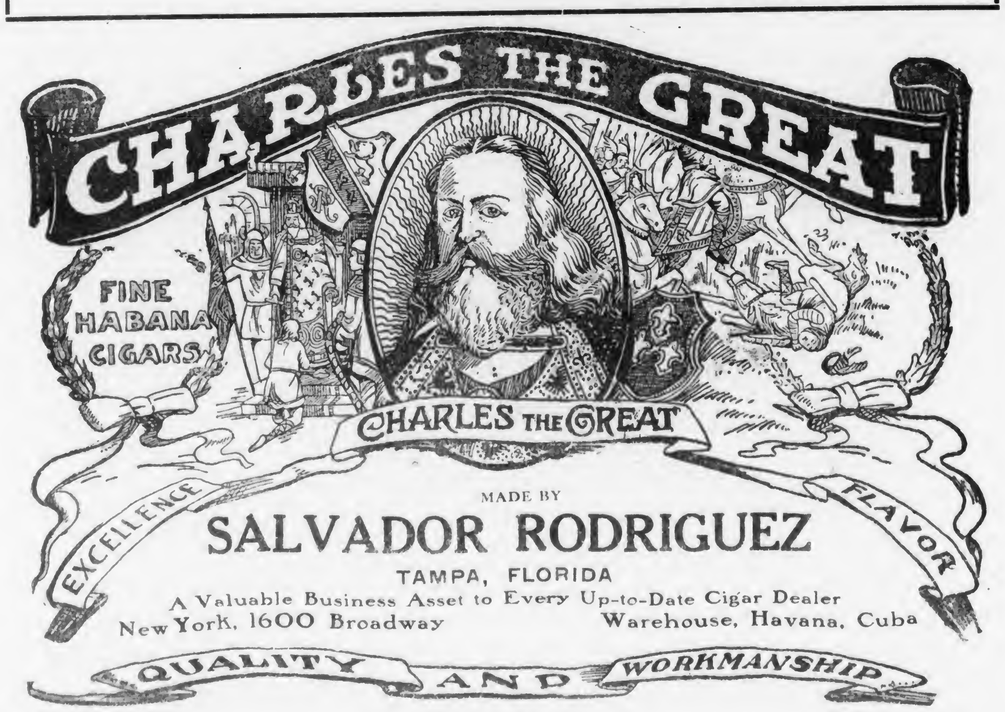
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



The same great organization, kind of advertising and quality standards that have made

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the world's biggest selling pipe—are back of

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BRIGHTON, to retail at	$ .35 and up
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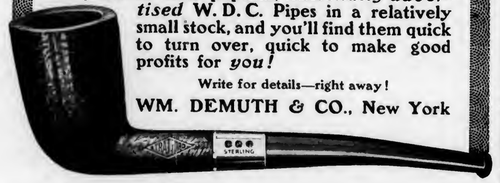

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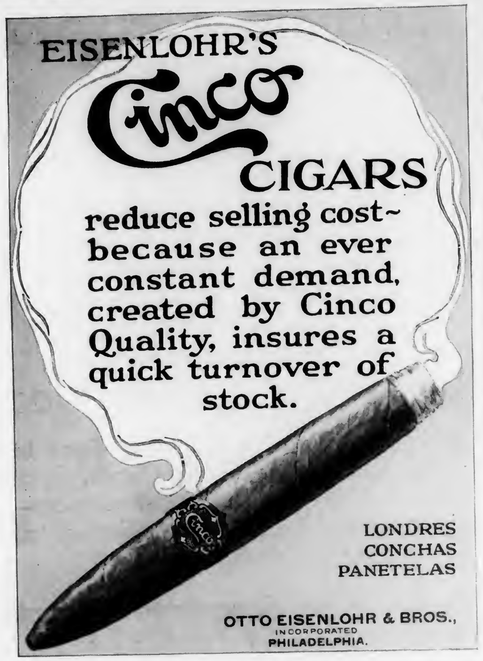
The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL SECOND EXPOSURE

EISENLOHR'S

Cinco CIGARS

reduce selling cost~ because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.



LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

P. LORILLARD CO. ESTABLISHED 1760

STAG

EVER-LASTING-LY GOOD

We've put over some big things in 156 years of leadership.

STAG is the biggest thing we ever put out in the tobacco line.

—Biggest in goodness!

—Biggest in quality!

—Biggest in value!

It pays to recommend STAG!

STAG BACKS YOU UP!

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

LIVE DISTRIBUTORS WANTED

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

"ASK DAD, HE KNOWS"

To the Tobacco Dealers of the World:

AS ADVERTISING agents we have the same work to do as you—we, like yourself, are on the job to sell more goods. We talk **Sweet Caporal** Cigarettes by means of street car cards, outdoor signs, newspapers and magazines, to get customers into your stores; when they come in you talk to them by word of mouth.

It has always seemed to us that if we recalled to you the interesting, convincing, sales-making story back of **"Sweet Caps"** our advertising would be more successful than ever. Here it is:

Kinney Brothers, the makers of **Sweet Caporal** Cigarettes, in 1868 founded what is now one of our most gigantic industries.

Sweet Caporal is the first cigarette ever placed on the market.

"Sweet Caps" is the purest form in which tobacco can be smoked. After exhaustive tests, this is the wonderful tribute paid to **"Sweet Caps"** by the London Lancet, the foremost medical journal of England.

"Sweet Caps" is the best known cigarette in the world for its purity, mildness and flavor. So pure, mild and flavorful are **"Sweet Caps"** that nearly every man who started smoking did so by buying **"Sweet Caps."**

Without the force of advertising more **Sweet Caporal** Cigarett s have been sold than any other brand.

Every single year since their introduction in 1870, sales of **"Sweet Caps"** have increased over the year previous.

"Sweet Caps" can be bought by Americans in Europe, Asia, Africa and South America almost as easily as they can be bought in the United States. **"Sweet Caps"** are the only cigarettes enjoying such world-wide popularity.

In less than a year after the smashing **Sweet Caporal** advertising campaign had started, sales increased over 299,000,000--this is the increase alone.

"Ask Dad, he knows" with the sales-making ideas of purity, mildness and reminiscence back of it, is considered one of the most successful advertising ideas ever created.

Sweet Caporal advertising continues to pound away, more forceful, more convincing than ever. Our next message will tell you all about it.

HANFF-METZGER, INCORPORATED.

Remarkable Leaders
among
CLEAR HAVANA BRANDS

These are cigars Made—In—Bond and smoked from Coast—to—Coast, enjoying an enviable reputation among dealers for "Repeat" calls.

You should stock at least one of these brands:

"El Briche"
"Hoyo de Cuba"
"Flor de San Martin & Leon"

Jobbers and Dealers have not been slow to appreciate the value of Clear Havana brands that duplicate, as is testified by the steadily increasing sales.

San Martin & Leon cigars are favorites with the consumer. Do not lose trade and profits by failing to have these goods in stock.

San Martin & Leon
Tampa, Florida
Member, Tobacco Merchants' Association

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla.
New York Office; 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

Some folks can't find any comfort in the flight of time, an' yet—nothin' else makes friends so close, shoes so comfortable, or tobacco so mellow.

Velvet Joe.

THAT VELVET which you smoke today left the fields of Old Kentucky two years and more ago.

Two years it mellowed in wooden hogsheads, becoming richer, smoother, milder. This is Nature's method of making good tobacco better. It is an expensive method, but we believe you will agree with us that the result justifies the cost.

We should be very glad to have you try Velvet today.

Liggett & Myers Tobacco Co.

10c Tins
5c Metal-lined Bags
One Pound Glass Humidors
With New Ash Tray Top

One of the advertisements that helped make 1916 the biggest year Velvet Smoking Tobacco ever had

LIPSCHUTZ'S
44
CIGARS

"44 Cigar Co." Philadelphia

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

Creating A Demand

for YOUR brand of cigars, cigarettes, stogies or other tobaccos, is the most important phase of your business—as you well know, Mr. Manufacturer. No doubt you are furnishing the dealer with selling helps—window cards, window pasters, etc. In addition to these you'll find it extremely profitable to use a distinctive container for your product.

Heekin Cans

provide individuality for your "smokes." Lithographed in beautiful colors and designs, they attract the attention of the consumer to your products, making it much easier to sell them.

Besides being attractive, Heekin Cans are sturdily built and keep your cigars or other tobacco products fresh, clean and aromatic.

Drop us a postal today for samples.

The Heekin Can Company
CULVERT, SIXTH AND NEW STREETS
CINCINNATI, O.
"Heekin Can Since 1901"

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE
General Representative for
United States and Canada
115 Broadway New York

FRAT certainly did one thing, viz: raise the tobacco-value-giving limit sky-high.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

"LA MEGA" *MADE IN BOND*
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Cheriff Pacha } CAIRO, Head Office and Factory / Hamburg, 18-20 Grouse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, JANUARY 15, 1917. No. 2.

"WATCHFUL WAITING" IS URGED BY T. M. A. IN TAX EMERGENCY

Inadvisable to Start Agitation Says Secretary—Tobacco Industry Has Suffered from War—Every Effort Will Be Made to Frustrate Plan for New Tobacco Tax

POINTING out to the trade the fact that the tobacco industry has suffered, rather than benefited from the war, the Tobacco Merchants' Association has issued a letter on the subject of the probability of a new revenue bill, stating that this industry is already taxed to the limit and should not be further imposed upon.

While there is a possibility of the apparent deficit in the Federal Treasury being met without a revenue bill, Secretary Dushkind observes that on the other hand the tobacco industry is one of the first to be considered by the framers of such a bill when more money is needed.

In this situation the secretary offers the suggestion that there is little to be gained by a public agitation of the question as its only tendency is to arouse antagonism and to stir up more aggressive action. But the secretary does deem it advisable for those having friends or acquaintances in Congress to write to them protesting against the imposition of further burdens on the tobacco trade, it having already suffered tremendously as a result of conditions due to the war.

The letter sent out by the Tobacco Merchants' Association on this subject follows:

"The apparent deficit in the Federal Treasury, due to the extraordinary appropriations occasioned by the preparedness policy, has given rise to no little amount of uneasiness in the industries that usually form the first target for the tax framers.

"Unfortunately, ours is one of the industries, first to invite the attention of the taxing powers.

"We have watched the situation carefully and closely from the beginning of the present session of the Congress, and we feel that there is a possibility that the situation will be met without a revenue bill at all and that, even if a new revenue bill is introduced there ought not to be any serious attempt made to impose any additional burdens on the tobacco industry which is already taxed to the limit, in view of the fact that ours is probably the only industry which has not only failed to benefit by the war conditions, but that has, in fact, suffered immensely by reason of the increased cost of labor and material occasioned by the war without increasing the prices of our commodities, although almost every commodity has been raised considerably.

"In view of the circumstances, we think it would be inadvisable at this time to start any public or active agitation which only tends to stir hostile forces into action and into more aggressive antagonism. On the other hand, it would be well for those having friends or acquaintances in Congress to communicate with them, protesting against the imposition of any further burdens on our industry and calling attention to the extent to which our industry has suffered as a result of the war.

"At the same time, we beg to state that everything that can possibly be done to frustrate any effort to subject the tobacco industry to any further taxation will unquestionably be done.

SPEED GOODLOE AND M. GARTMAN IN EL-PROVENZO CIGAR FACTORY

Former Head of Dusel, Goodloe & Company, and Superintendent of Bayuk Brothers' Factories Form El-Provenzo Cigar Company—Both Men of Long Experience in Cigar Business

CONFIDENT of their own abilities and filled with a determination to succeed, Speed Goodloe, widely known in the cigar trade, and Max Gartman, until recently general superintendent of all the "Havana Ribbon" factories, have entered the cigar manufacturing business under the name of the El-Provenzo Cigar Factory. They have taken over the cigar factory at 210 Bainbridge Street, and are now manufacturing.

Their efforts will be concentrated on two brands, "Max-Will," a seed and Havana cigar with a Sumatra wrapper which will retail at five cents, and "El-Provenzo," a shade-grown wrapped product with a full Havana filler to retail at three-for-a-quarter and up. "Max-Will" is now made in three sizes, Perfecto, Londres and Conchas. "El-Provenzo" will be produced in six sizes at present. More shapes will be added with increased facilities. "El-Provenzo" will be a strictly handmade cigar "The Taste You Can't Forget" is the slogan on the "Max-Will" label.

The firm's brands will be sold to the local retail trade and to the out-of-town jobbing trade. Orders are already on hand for thousands of cigars, but deliveries will not begin until about February 1, due to a delay in securing bands and labels.

Max Gartman has had twenty-eight years experience in the cigar manufacturing business and has been connected with Bayuk Brothers for the past sixteen years. He will have charge of the manufacturing end of the business.

Speed Goodloe has been selling cigars for the past twenty-two years. He began his career in the cigar game in Pittsburgh, then went to Columbus, O., and came from there to Philadelphia. Here he was general representative of the American Cigar Company until 1905, when he entered the jobbing field as the head of Dusel, Goodloe & Company. Due to his personal efforts the firm grew rapidly. Later he withdrew from the firm, but after little more than a year he returned to the company again as its president.

Following his resignation from Dusel, Goodloe & Company last month, Mr. Goodloe received many tempting offers from a number of well-known concerns. He decided, however, to enter the cigar manufacturing business. He knew that a cigar produced by Max Gartman, would have the ready attention of the trade, and his experience and ability in the manufacturing department made Mr. Goodloe confident that with his own selling experience they could make a success of cigar manufacturing. Thus the "El-Provenzo" Cigar Factory was organized.

When Mr. Goodloe went among the trade soliciting for the firm's brands and telling them that Max Gartman would have charge of the manufacturing end, he met with a pleasant reception. The dealers immediately showed their confidence in Mr. Gartman's ability by ordering the brands, and Mr. Goodloe has already turned in orders totaling many

(Continued on Page 18)

IRREGULAR PAGINATION

THE TOBACCO WORLD

ESTABLISHED 1881

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH BY
THE TOBACCO WORLD CORPORATION

J. LAWTON KENDRICK, Treasurer

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J. LAWTON KENDRICK ..... Managing Editor
HOBART BISHOP HANKINS ..... Advertising Manager

BUREAUS OF SPECIAL CORRESPONDENCE

BOSTON CHICAGO DETROIT SAN FRANCISCO KEY WEST
TAMPA MILWAUKEE LANCASTER CINCINNATI
CLEVELAND LOS ANGELES SEATTLE
HAVANA, CUBA, OFFICE—PERSEVERANCIA 8, CARLOS M. WINTZER
Representative

Subscription in United States, Postage Paid ..... $2.00 per Year
Foreign Subscription, Dominion of Canada and other Countries of Postal Union ..... $3.50 per Year
Single Copy ..... 15 Cents

ADVERTISING RATES MAILED UPON APPLICATION

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Vol. XXXVII JANUARY 15, 1917 No. 2

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES.

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Business men can afford to give serious thought to the bill now before Congress which will prevent a newspaper or magazine reaching a subscriber if it contains a liquor advertisement. In addition any person who knowingly sends a liquor advertisement through the mails can be fined or imprisoned, should the bill pass.

Unhealthy Laws

There is also a plan on foot to have a similar law passed in regard to the advertising of cigars, cigarettes and tobacco. The success of the present bill under consideration will not weaken the chances of a similar bill directed against the tobacco industry.

Regardless of what our private opinions may be as to the liquor traffic we believe that the utmost caution should be used in permitting the law to decide the character of merchandise that can be advertised. It is not the industry toward which this bill is directed so much as it is the tendency that is shown in the framing of such an act.

Education will do what laws cannot accomplish. A law can make it illegal to buy, sell, advertise, or use a certain article but no law can ever destroy, completely, a tendency or a desire. But by education this can be accomplished to a great extent.

The world is better to-day than two thousand years ago, despite the fact that the population of the earth has grown in that period to enormous proportions. But we are unwilling to concede that the improvement in our moral and physical surroundings is due to laws.

The crime of murder is punishable by death in nearly all the States in the Union. We are compelled to observe, however, that even this terrible penalty does not prevent murder.

Persuasion and education will accomplish much more easily and effectively what a law is unable to do. It seems to us that it is a dangerous tendency to be continually attacking this and that by the enactment of laws. As long as the tendency and desire exist for this or that, the passing of a law against it simply means that what a man did formerly as his prerogative he does now as a law-breaker. Without education the passage of such laws adds to the proportion of misdemeanors and crimes.

American Tobacco Allowed to Go Forward

Three-quarters of the $5,000,000 worth of American tobacco detained in Denmark and Holland because of alleged failure to comply with British trade agreements has been released, and the State Department has announced that it was hoped the balance, together with a large amount held at the Atlantic seaboard in this country, will soon be allowed to go forward as a result of negotiations now pending.

All but fifty hogsheads of 2500 detained at Copenhagen and valued at about $3,750,000, recently was freed without restriction as to its destination. Another six hundred hogsheads, valued at about $900,000, still are being detained at Rotterdam, while a much larger amount is held at the Atlantic seaboard in this country because of realization that free passage would not be allowed.

Beware of This Subscription Swindler

A light-haired man, about five feet nine inches tall, wiry in build and with narrow features, described as a "slick talker, one of those you cannot discourage," is taking occasional subscriptions for the "Tobacco World" at $3 a year, and offering as an inducement five hundred advertising pocket combs. While operating in Phoenixville, Pa., he used the name G. Melrose, 386 Allegheny Avenue, Pittsburgh, Pa.

Needless to say Melrose does not represent the "Tobacco World," the subscription price is not $3 a year, and we do not give small aluminum pocket combs as an inducement to secure subscribers.

Should any of our readers come in contact with this man we would like to be notified at once. He uses a small blank order memorandum, such as can be purchased at any supply store, and fills it out as a receipt.

Morris Burke Retained by New "Reynaldo" Owners

Morris Burke, the Los Angeles "live wire," who sold 1,200,000 "Reynaldo" cigars in the past twelve months, has been retained by the new owners of the brand. Arrangements have been completed whereby he is to have control of the territory from Denver, Colo., to the Pacific Coast.

On his return from the East, where he has been on a business trip, he will start working the territory at Spokane, Wash., and from there he will go to Seattle and work back to Los Angeles.

Philadelphia Notes

George Kraus, of the Havana-American Company, was in town last week.

Hi Hammer, of Corral, Wodiska y Ca., called on the trade recently.

Victor Lopez has been calling on the trade in the interest of the "Garcia Grande" cigar put out by Julius Klorfein.

Charles Waters, manager of the Yahn & McDonnell Widener Building stand, is confined to his home with the grippe.

"Vega del Rey" and "Bouquet de la Ada" brands from the factory of S. H. Furgatch & Company, received the attention of Al Korn last week.

Jeitles & Blumenthal closed one of the biggest years in their history and have entered 1917 with indications pointing toward a record output.

The window of the Broad Street store of Leach & Company, has been featuring "Herbert Tareyton" cigarettes and smoking mixtures in conjunction with Sanchez y Haya cigars.

Harry Boston, of William Demuth & Company, is in Philadelphia in the interest of the W. D. C. line of pipes. Last year was the biggest in the history of the company and at present they are working to capacity on full time.

Demuth Sales Force and Executives Dine at Reisenwebers

The annual dinner of William Demuth & Company, tendered to the sales force and executive staff, was held recently at Reisenwebers. As usual it was a most enjoyable occasion. One who was present declares that no previous affair could have exceeded it. Good fellowship prevailed from the early evening hours when the guests gathered, to the wee small ones when a tired but happy crowd went leisurely home to early breakfast.

Cincinnati Cigar Dealers Plan Organization

While no definite plans have been outlined there is said to be a well-defined movement among Cincinnati cigar and tobacco dealers to form an organization for mutual protection and the development of that particular line of business, both wholesale and retail. It is understood that those who are behind the movement will do nothing toward effecting a permanent organization unless the co-operation of every important retailer and jobber can be secured in advance of a formal call for a meeting.

The rising cost of cigars and tobacco of every description makes it imperative for the jobber and retailer to take some precaution to safeguard his own interests. New schedules of prices which many prominent manufacturers put into effect on January 1 have cut down the retail profit to such an extent that higher prices to the consumer seem inevitable. This applies to cigars, cigarettes and every kind of tobacco products.

In some instances the wholesale increase has been comparatively small, but it places an additional burden upon the retailer without affording him the opportunity to get more for the product. It is for handling just such problems as this that the Cincinnati cigar and tobacco men believe that a permanent trade organization, such as exist in other large cities, would be an advantage to the trade in general.

Interest in Advertising

WALDO P. WARREN, in a series of articles which he contributed to Collier's, has some interesting remarks on the subject of advertising. One point touched upon is the "element of interest" and this is what he says:

"It has been said that there is only one interesting thing in the world, and that is life; and that all other things are interesting only as they bear relation to life."

This undoubtedly explains why certain advertisers make frequent use of pictures which, in addition to the advertised article, contain some suggestion of human life. It is the radiator and the child, the soap and the child, the flour and the woman, the phonograph and the family. Even a human hand holding a tube of tooth-past is considered more interesting than a facsimile of the package alone. An advertiser of men's clothing often introduces the picture of women, knowing that the thought of their presence instinctively raises the standards of dress. Some advertisers who wish to appeal strongly to women do not neglect any reasonable opportunity to introduce a picture of a baby, knowing that it will instinctively interest the average or normal woman, whether she is a mother or not. Whenever a picture includes men and women together—whether it advertises hunting outfits, bookcases, shaving soap, pianos, or automobiles—it is sure to have an added interest for most people because it contains the one interesting element of human life. It is the same element that gives vitality and interest to literature, sculpturing, painting, and music—that which illuminates and in some way helps to interpret life.

It is the element that unifies all the arts and industries, and binds society together—making "of one blood all the nations of the earth."

It is the wise advertiser who works with the predominating tendency of human life, and cleverly associates his product with the one thing in which all people everywhere are already interested.

Another passage worthy of quotation is that dealing with the "by-products of advertising," and on this aspect of advertising, he has the following:

"There is good reason to believe that advertising, aside from its accepted function of opening the channels of commerce, has an indirect effect upon the common education, customs, spirit and morals of the people."

It is interesting to speculate about such influences—since speculation is the only safe way we can approach the subject.

It will be conceded, of course, that where an individual responds directly to an advertisement, and buys the article advertised, his education and customs are affected, to the extent that the use of the article would allow. But what of the thousands who see an advertisement and do not respond directly to it? Is its effect lost on them, or is there an indirect effect worth noting? The advertiser usually assumes that a percentage of his legitimate return is in the fact that people become familiar with the name of his product, through seeing it often in his advertisements, and that in various indirect ways this helps his business. But even yet there must be a great moral by-product of advertising influence that has no direct commercial significance at all.

It is safe to say that one of the most powerful of moral influences being exerted to-day is the constant repetition of the guarantee clause in advertisements. It inculcates the idea as nothing else can, that this is an age of guaranteed transaction; and it is easy to see that its influence may extend not only to forcing men to concede the guarantee plan in their business on account of competition, but to instilling in them the moral principle upon which it is founded. Thus they are led, by this influence, not only to be honest externally, but actually to become honest at heart.

The taste of millions of persons in matters of house furnishing has doubtless been elevated by continually seeing advertisements of furniture, pictures, rugs, etc.—even when they do not purchase the particular thing advertised.

We might also say that a spirit of enterprise has been steadily developed through the constant repetition of the idea that this is an age of enterprise, and that one must be enterprising even to hold one's own.

One has only to glance through the advertising pages of this, or any other journal, to realize the truth of what is said in the passages quoted above. Not only is there a statement of fact with regard to the article advertised, but the approach itself is made in the most telling manner that the ad. writer can conceive, the object being to attract the attention of the reader to the story, and if he reads the latter, then the chances of success for the article advertised are all the greater. This form of advertising is not confined to newspapers or magazines, but extends very much further. Take the case of our own industry. Look at the pains taken to, first of all, design an attractive wrapping for the goods, whether smoking tobaccos, cigarettes, or other lines, and then to make certain these are put on and exhibited to the best possible advantage. Some people profess to scoff at certain forms of publicity, but if they would only reflect for a moment they themselves are advertising all the time, by means of their packages, and even their very letterheads, envelopes, etc., are all of them something in the nature of missionaries. These people love to call themselves conservative, and proudly state that their best advertisement is the quality of their goods. This may be so, in fact the quality is generally present, but why seek to retard the onward progress of a really good thing? It is nonsense to say that if an advertising campaign is inaugurated, the high quality will be encroached upon, as the quality plus advertising—judiciously conducted of course—can scarcely fail to pay its way. In any case it is hardly fair to judge results by one term's advertising, as the latter has to be gone in for systematically and for a well-defined period, before any definite data can be forthcoming. Advertise now, and advertise all the time, should be the motto of enterprising dealers. With a good article, they will find it pays to act up to this motto.—"Canadian Tobacco Journal."

Tobacco Monopoly for Brazil

An amendment to the budget law for 1917, proposing to create a monopoly of the tobacco business in Brazil, has been submitted to the finance committee of the Brazilian Senate and approved by that body and recommended for adoption. Acting on the committee's recommendation, the Senate has given its approval (December 16, 1916), and will pass the amendment on to the Chamber of Deputies. The plan is to make a monopoly of the entire industry of manufactured tobacco in Brazil, granting the privilege for a term of twenty-five years to the company that, by competitive tender, offers the greatest annual revenue to the Government.

Shortage of Cedar Boxes

"The year that has passed was not as good as was its predecessor," said a representative of the Henry H. Sheip Manufacturing Company. "This was not due to any absence of business, but to the enormously rising cost of labor and of raw materials, and the worst of it is that we can see no relief in sight.

"Cedar boxes seem to have almost disappeared from the market. Some little cedar has been filtering in through the year, but the price has been so high that the wood has become almost prohibitive in cost to the cigar box manufacturer who seems to have too tender a conscience to pass the burden on to the cigar makers, and no sooner had cedar gone skyrocketing than veneered manufacturers boosted their prices. The rest of the supply people make nails and paper and glue, and other things, tried to beat them to it, and between them all the cigar box man hardly knows where he stands to-day. We doubt whether most of the box men really know at present just how high is the cost of their product, or they would never sell at the prices they do.

"It looks to us as though there will be lots of business as long as the war lasts, but we doubt whether it is going to benefit the cigar box men very much, as we hear tales of still higher prices to come in the next four months. The cream of the labor market is working in this city in the ammunition plants, and such labor as is obtainable is costly and inefficient. Altogether the prospect is not rosy, even though it is not difficult to get orders."—"Packages."

Reynolds Company Doubles Employes' Bonus

On the last pay day of 1916 the R. J. Reynolds Tobacco Company paid a bonus of two per cent. on all wages paid employes during 1915. The total amount disbursed in this way ran into thousands of dollars.

The company has decided to double the bonus, or make it four per cent., as explained in the following official notice handed each employee:

"Special Offer to Employes on Our Weekly Pay Roll in Winston-Salem, N. C., Except Those Who Work in the Offices:

"On the last pay day before Christmas, 1917, we will upon recommendation of your foreman or the manager of your department give you, in cash, four (4) per cent. on total amount of all money you received from us for any work you did in 1916, if you work regularly and faithfully during the year 1917, when we have work for you to do. This offer may be renewed in 1917, and so on from year to year, if we find that it encourages you to increase your earnings by good and steady work when we have work for you to do."

Valley Tobacco Company Takes on "Reynaldo" Brand

The Valley Tobacco Company, of Fresno, Cal., successors to J. Blumingdale & Company, have taken on the "Reynaldo" brand for distribution in that territory. Orders taken thus far indicate that they will handle a large monthly shipment.

Tobacco Famine in Paris

As a result of the new taxes Paris is suffering from a tobacco famine, more than half of the retail shops having been closed in the last few days, finding it impossible to obtain supplies. On New Year's Day the surveyors went among the shops and began the inventory of the stocks of both retailers and wholesalers. The retailers can buy no more supplies until the inventories of the wholesalers' stocks are completed.

Cincinnati

Peninsular Chemical Company Appeals Decision—Eight-Hour Tobacco Company Drops Coupons—"Philadelphia Handmade" Featured by Dan Wolf Co.

Cincinnati, Jan. 11, 1917.

BLAMING the advanced costs of production for the necessity of certain economies, the Eight-Hour Tobacco Company, have notified the local trade that hereafter they will not pack coupons with their "Eight Hour" tobacco.

The "El Verso" and "San Felice" brands are receiving the attention of Charles Krohn & Company, who have been featuring them extensively.

That "Philadelphia Handmade" cigar from the Bayuk Brothers factory, has been attractively displayed in the window of the Dan Wolf Cigar Company, at 607 Walnut Street. This cigar certainly takes with the smokers as its increasing sales testify.

Joseph Rittenger, a cigar manufacturer of this city, and well-known in the trade, passed away this week following an attack of heart failure.

Following the decision in the suit of the Peninsular Chemical Company, against Samuel Levinson, a local cigar dealer, to prevent his use of the name "Penslar" for cigars because it was used by them on a number of articles manufactured for the drug trade, the Peninsular Chemical Company has appealed the case to the Circuit Court of Appeals, where further argument will be held. In the first suit the Court decided that there was no infringement or unfair trading as the Peninsular Company was not, itself, engaged in the manufacture of cigars.

At the end of its first year of business the Cuban Cigar Company states that 1916 was a most satisfactory year, and that there is every indication that a larger measure of success will accrue during 1917.

W. F. Orth has been a visitor among the trade with "Chesterfield" cigarettes. He believes sales this year will make a new record.

Charles Baswitz, of Gonzalez & Sanchez Company, has been here with the new price list on the firm's brands.

S. B. Horne is working the trade with "Royal Nestor" and "Melachrino" cigarettes.

"Hassan" cigarettes in the new oval package, are being introduced by W. W. Doyle, city salesman for the American Tobacco Company. The dealers are pleased with the packages and it is taking well with the trade, which is more important.

The P. Lorillard Company has started a campaign on "Murad" and "Helmar" cigarettes. H. E. Cisle is in charge.

Arnold Tietig & Son, who make the "La Siesta" cigar, are still working to capacity to catch up with back orders. The brand has been a winner and still bigger business is predicted for 1917.

Samuel Besuner, a local stogie manufacturer, put a new price list into effect January 1. It calls for an increase of $1 a thousand on both sizes.

The First Ohio Internal Revenue District, which includes Cincinnati, showed a total production of cigars for 1916 amounting to 188,646,613. This is a handsome increase over the 1915 production. The December production showed an increase of more than two million cigars over December, 1915. Itan.

Clyde W. Kimble and John W. Stroup have purchased the cigar store of John Ankele in Newark, O. The store was opened by the new proprietors on January 2.

Hints on Window Dressing

AS it is always useful to learn the ideas of people who are interested in the matter of window dressing, for this is one of the things which has to be done by really practical men, it may be advantageous to quote part of an essay which appeared in a recent issue of "Tobacco," London, England. Of course the ideas ventilated therein are those of the writer which we reproduce as suggestions which may be helpful to our readers and perhaps suggest something in the way of adaptations suitable for their own particular surroundings. The writer goes on to say:

A few hints on window-dressing will probably be of some use, as it is a question which every tobacconist should make a very careful study of. In this article it is intended to give a few hints by one who takes a great interest in this branch of the business.

In the first place the window-dresser should be an individualist. He should formulate his ideas and stick to them. Choose a time when the weather is bright. One cannot bring out best form under depressing or dismal conditions. Don't stick to an entire dummy show. Make use of any matter which is of local interest. How easy it is in a seaport town on the occasion of a big ship launch to arrange the same in miniature. Purchase from a toy shop the hull of a boat, and by the use of cigarettes, tobacco, etc., make up a representation of the scene at a launch. In a large manufacturing town, where an important football match is taking place, with the aid of dolls, dummy cigarettes, etc., a big attraction can be made out of this. Be an artist! Show people you want to interest them. Don't cram! Let it be a sample show. Let it be well balanced. Spaces between extension shelves equally distant apart. Adapt the show to the particular requirements of the neighborhood. Vary it often! Make it your endeavor to be the best in your own town. If you hear of anything out of the common make a note of it. You might make something good of it later. It is bound to come in handy. You will forget it if you trust to memory.

Next to your main center window, whatever it may be, have a good catch article. You must make customers think this is indispensable to themselves. Don't show "puttied up" pipes with a ticket label, "Our Own Special Line." Don't put a high-class mixture adjoining cheap twist—it offends the eye. Be harmonious. Use others' brains, and specialize out of them. Use price tickets freely, but with discretion. Take your time, to hurry is fatal. Have the smallest article bright and shining.

With these ideas for a ground work, start with brightly polished glass, empty window and price tickets carefully assorted, and ready at hand. This is the way one who delights in artistic window dressing starts to work.

With the shelves in position, and the extension pieces in place, put in what you intend for the center, whether it be "Our Special" mixture, "Our Noted" brand of cigarettes, "Our Special" cigar, or some class of show as previously mentioned. Now lay out the shelves, starting with case, pipes, pouches, companion cigar and cigarette holders, meerschaums and calabashes hanging from clips on the extensions. Let these be light goods. Don't make the front shelves look heavy, or hide what must come behind.

Next lay out the extension with small goods, cigar and cigarette holders, vesta boxes, snuffs, cigar cutters and such like—waistcoat pocket goods—alternating with some lines of briars out of case of better quality. Be careful to ticket these with small cards, enumerating their special merits and prices. Between the extensions and hanging from the main shelves, should be brands of cigarettes in fancy boxes, varied with covered pouches and small boxes of cigars, and here at this stage we must draw attention to the color scheme.

Don't have any clashing. It may seem a small matter, but it is very important. No matter how well the window is dressed, unless there is blending of the colors the whole exhibit is a failure. Here is an instance of where the use of others' brains furthers one's own aim. Take a stroll round to a high-class draper's, and notice there how the colors are blended. In our trade we have all varieties of colors used in packing, so it is an easy matter to choose.

Next the shelves. If you have any particular agency for briar pipes, patent or otherwise, lay these on the shelves which are horizontally nearest to the prospective customer's eye. Ticket them "Brown's Patent," "Jones's Briars," "We are sole agents for these goods," etc. Let the public think you are above the ordinary. Other shelves, if you have them, may be laid out with briars in cases, companions, tobacco jars, small smokers' cabinets, etc. At the back of these can be exhibited cigar and cigarette cases all carefully brightened up before putting in. Behind these again should be built up the cigars which one wishes to show, and we complete the shelves.

Now start at the bottom. With regard to this part it is a matter of individual taste, and there is no occasion for many remarks. Some prefer to exhibit mounds of tobacco, interspersed with moderately priced briars and cheap pouches; but whatever plan is adopted be careful to see it is in touch with the other part.

A window dressed on these lines should, with attention to, and occasional furbishing up of the silver, be allowed to remain in for about three weeks.

A final word. Pay strict attention to the outside blinds, a protection from the sun and strong light.

With these few hints anyone with slight energy can turn a commonplace show into a brilliant one, and thereby reap a good return in the way of extra business from the time and trouble exercised.

How to Get Results

The best and surest way that has ever been learned to get desired results in any undertaking is to know your work—your business; to know it well—to know it better than any competitor. If you would succeed as a lawyer you must know law better than the average practitioner—you must know more law than you can learn from experience; you must study, practice and develop in the work.

It is the desire of nearly all men to make money, and the desire or ambition is a laudable one. Money makes business; money buys the necessaries and the luxuries of life; it is a good thing to have, and it is a good thing to be able to spend it properly, for the betterment of one's self and mankind. Energetic, ambitious and progressive men desire wealth, a desire both commendable and proper, but in the many ways of attaining it too many forget that the surest means is knowledge—knowing how to do the things we attempt better than average men. If men would only spend one-tenth the energy, one-tenth the time and one-tenth the money in acquiring knowledge that they do in a desultory search for wealth, the world would be happier, and men would be richer—richer in dollars and cents, richer in ability, stronger in personality and nobler in character.—John K. Goin, in "Playthings."

Cincinnati Leaf Tobacco Exchange Committees

President W. D. Spalding, of the Cincinnati Leaf Tobacco Exchange, has announced the appointment of the following committees to serve for the year 1917:

Committee on Sales—E. F. Ratterman, chairman; E. W. Louden and W. D. Spalding.

Committee on Weights and Cooperage—F. R. Toe Water, chairman; T. S. Hamilton and E. C. Kirkpatrick.

Committee on Inspection—M. L. Kirkpatrick, chairman; T. H. Kirk and W. D. Spalding.

Committee on Arbitration—James Ellis, chairman; R. E. Hennessy, C. McIntyre, L. M. Spalding and Fred Stucy.

Committee on Appeals—T. H. Kirk, chairman; F. S. Dohrmann, W. H. Whiteman, W. G. Walker and A. E. Casey.

One of the most important committees is that which passes judgment on claims, twelve members of the exchange being appointed to serve, as follows: First Quarter—D. C. Collins, chairman; F. R. Toe Water and J. A. Downard. Second Quarter—E. W. Louden, chairman; T. S. Dohrmann and W. L. Conclin. Third Quarter—E. F. Ratterman, chairman; James Ellis and W. G. Walker. Fourth Quarter—J. B. Heizer, chairman; G. H. Stevens and A. E. Casey.

Through the efforts of the Leaf Tobacco Exchange conditions in the Cincinnati leaf tobacco market have been brought up to a high standard of efficiency. The inspection is maintained on a high plane and everything possible is done to conserve the interest of the shipper of tobacco. Warehouse facilities are unexcelled and there is every reason to believe that the portion of the new 1916 burley crop of tobacco which comes to Cincinnati will be disposed of at the highest prices in many years.

Tobacco Sales in Amsterdam

Very high prices were paid for tobacco at the public sales held in Amsterdam during 1916.

The quantity of Sumatra sold in 1916 was 232,911 packages (package=179 pounds), for which the average price paid was 1.78 florins ($0.72) per half kilo (1.1 pounds), compared with 246,543 packages during 1915 at 0.93 florin ($0.37) per half kilo.

The quantity of Borneo sold in 1916 was 8,631 packages, at 1.45 florin ($0.58) per half kilo, compared with 14,942 packages in 1915 at 0.59 florin ($0.24) per half kilo.

The higher prices in 1916 are attributed to three causes: Rather small supply, good quality, and large purchases and liberal bidding by German buyers.—"Commerce Reports."

Opportunity

Some call it Chance.
Some call it Fortune.
Some call it Luck.
Good luck—opportunity—is the fruit of hard work.

Many people look upon opportunity as a great surprise—a horn of plenty coming along unexpectedly and from an unknown direction.

We believe differently; we have learned differently.

Every day we present opportunities such as many people would call lucky.

But they are opportunities neither by chance nor mischance. They travel a known road. They come by hard work and by no chance. They come by the road we have travelled straight ahead for fifty years, sped on our journey by the loyal co-operation of people who wished us well.

Merchandise that is the fruit of sound and honest workmanship, that is rightly priced, is the merchandise that offers true opportunity.—"Exchange."

In the News

James Leslie and Thomas Hale, of Kokomo, Ind., recently entered into a business partnership and will open a cigar store in the Ruddell Block, that city, shortly after the first of the year.

The G. H. P. Cigar Company, manufacturing the "El Product" and "Vincello" cigars, has incorporated with capital stock of $100,000. Benjamin L. Grabosky is named in the petition for incorporation.

Certificate of incorporation has been filed at Albany, N. Y., by the United Cigarette Tube Company, Incorporated, to manufacture cigarette tubes and cigarette paper. Capital stock $10,000. The incorporators are, A. Florin and J. Hornstein.

Thomas J. Powers and Joseph W. Meckel, both of Lynn, Mass., have purchased the cigar business at 402 Union Street, formerly operated by the Central Cigar Company, and will continue the business of manufacturing and retailing smokers' articles.

E. W. Palmer, of Osage, Ia., has purchased the interest of his partner, Frank Gray, in the cigar store and billiard parlor run under the name of Palmer & Gray. Mr. Palmer states that business will be conducted along the same lines as during the partnership.

W. H. Judy, of Attica, Ind., has disposed of his cigar store and billiard parlor to Arthur S. Baldwin, a popular young man in that city. Arthur's nickname is "Lucky" and his friends predict that in his new business he will continue to deserve that cognomen.

Simon P. Reynolds, a tobacco dealer of Bridgeport, Conn., has filed a petition and he made oath he did not have the money to pay the filing fee. His liabilities are listed at $737.03, all unsecured. Assets consist of stock in trade, valued at $125, tools valued at $50.

The Lambert Cigar Company, of Bay City, Mich., has been incorporated to take over the wholesale and retail cigar business of William J. Lambert. The new company has an authorized capital of $8000, and the stockholders are, William J. Lambert, William C. Vandry, and J. C. Sermon.

George Riefenach recently purchased the factory and retail cigar store of the late A. E. Johns in Madison, Ia. The business is an old and established one. Mr. Riefenach had been in the employ of Mr. Johns for the past twenty years.

R. H. Williams to Take Charge of Dixie Cigar Store

R. H. Williams, a resident of Montgomery, Ala., for the past six years, will leave for Dothan February 1, where he will assume charge of the Dixie Cigars Stores Company, at that place.

Mr. Williams is well known and popular in Montgomery. Until recently he was connected with the Exchange Drug Company, but resigned that position when he organized the chain of stores of which he is the head. He has charge of the cigar and newsstand at the Exchange hotel at this time, but when he leaves this business will be in charge of Jack Chambliss, who for several months was behind the cigar counter of the Exchange hotel.

Time for Credit Men to Be Alert

"The year 1916 was a wonderful year and will go down into history as one of the world's eventful years. It may be remembered by future generations as we remember the years of the past that have marked progressive and unusual events in world history." Thus writes J. H. Tregoe, secretary-treasurer of the National Association of Credit Men in an article printed in the New York "Journal of Commerce." He says further:

"Chief among the important events of the year were the economic problems it evolved. These were chiefly high prices and high wages and were related to circumstances and causes having their birth very largely in the Titanic struggle abroad. We could not designate conditions as healthful, we could not regard them as otherwise than abnormal and showing the hectic flush.

"Entering upon 1917 will find manufacturers under greater pressure to execute orders rather than to obtain them, with the consuming public sufficiently well fixed as a general rule to purchase necessaries and luxuries at increased prices, with wholesalers more or less at their wits' end to take care of orders and disposed to anticipate despite any imminency of declines or receding demands, and retailers clamoring for merchandise that has been bought in frequent instances beyond the normal requirement.

"This all speaks caution for the grantor of commercial credit. When prices and wages have increased abnormally there is reason to expect a decrease when normal conditions are reached, and it is this decrease that causes the strain and will occasion failures where overextension or overstocking has occurred.

"There is no reason, in my judgment, for the credit grantor to be other than reasonably cautious, to go in and get out promptly, to decline an overextension of credit to buyers and to follow the advice that recently came to my attention—to keep good balances in the bank and both feet on the ground.

"By all means, the affairs of credit grantors, as well as the receivers of credit, should be kept liquid, so that when recession comes there will be no strain, and the easing off will be attended with a minimum of risk and cost.

"The year 1917 will demand careful study and an alertness that ought to be a strong feature of each credit man's technique. No one is shrewd enough to forecast what the year may bring, but with steady eye and concentrated gaze we shall be found upon the bridge were a storm to arise, and we shall be of sufficient mettle to meet competition, which undoubtedly will come, and as a strong test of our ability when the hands now dealing death to one another are clasped over the trenches.

"The relation of our prosperity to our large export balance should not be overlooked by credit grantors, whether or not they are interested in the export trade; for if our prosperity is to continue we must maintain a good export balance annually, and this is where the strong fight is to occur when the belligerent nations turn their soldiers into industrial workmen and are fighting hard to repair the enormous waste that the two years and a half have piled up, a sum exceeding almost the liveliest imagination."

Kenosha Cigar Firm Dissolved

The firm of Dayton Brothers, Kenosha, Ill., manufacturers of the famous "LaKalba" cigar, has been dissolved, as the announcement was made that Edward Dayton had sold his interest in the business to his brother, Fred Dayton, and he will give up his entire time in the future to his work for the W. F. McLaughlin Company of Chicago. The company is one of the largest tea and coffee houses in the Middle West, and Mr. Dayton will represent it in the big lake shore territory between Chicago and Milwaukee.

SPEED GOODLOE AND M. GARTMAN IN EL-PROVENZO CIGAR FACTORY

(*Continued from Page 11*)

thousands of both the "Max-Will" and "El-Provenzo" cigars.

Mr. Gartman says that both he and Mr. Goodloe have the highest confidence in the ability of each other and that they are going to work together like brothers to attain success.

If success is dependent upon experience and ability, it is doubtful if two men more able in their respective branches of cigar manufacturing could have been brought together. Both are enthusiastic over their products to a high degree and each is equally sure that their persistent efforts will be crowned with success.

The Clerk's Daily Routine

Our readers will be interested in the following extract taken from "The World's Work":

Mr. George A. Kendrick writes, under the title "A Shop Assistant's Story of His Day," a fairly cheerful account of a shop assistant's life, which he says, is always interesting, sometimes amusing, never dull. His delineation of various types of customers is clever and entertaining:

"Customers with a little knowledge of the article they wish to buy are always dangerous. Customers with a good knowledge of the article are always safe—to buy what they want, but nothing more. During the average morning of a shop assistant's life there pass in front of him many types of humanity, many types of manners, and many shades of political as well as religious belief. Each customer must be dealt with in an entirely different manner. The customer whose pet hobby is 'so-and-so' must be sympathized with; equally so the customer who thinks the opposite must be sympathized with also.

"But the worst of all customers are the ones who think they know, but don't! This class of customer has always to be cross-examined until you find out the facts of the case, and if you are not successful the customer is annoyed. The average customer seems to have no idea of time, except when in a hurry, and then the assistant is informed of the fact, as also is his manager or principal. Trouble comes quickly, first from the customer, then from the principal—all about nothing.

"The next customer is a type of newspaper hunter, one who every morning carefully scans the newspaper for advertisements of new articles. Having found an article, the nearest shop is visited, the cutting from the newspaper produced, and you have not, after wasting half-an-hour in conversation, perhaps you are informed gently but firmly that you are behind the times.

"The suspicious customer is always a difficult one to deal with. This class of customer fancies that every shop is a lion's den or a spider's web. The principal and his assistants act the part of roaring lions and hungry spiders, and always watch for a chance to rob the prospective purchaser. This customer always requests that goods be sent on approval before purchasing, which always means trouble. The goods must be packed and sent out, entered, checked, and very often come back with nothing kept, or a request for some more goods to be sent."

The Progressive Stogie Company, operated at Tenth and Market Streets, Wheeling, W. Va., by Clark Lambert and Oscar Tyrone, has been sold at public auction to H. P. Mott for $100.

Ben R. Lichty to Join Otto Eisenlohr & Bros., Incorporated

BEN R. LICHTY, of Waterloo, Ia., on February 1st, will become associated with Otto Eisenlohr & Brothers, as assistant to the president.

Mr. Lichty has had a wide experience in the cigar line, having been secretary of the Smith, Lichty & Hillman Company, Waterloo, Ia., for a number of years. He is a man of exceptional ability and enterprise, and doubtless will prove a valuable addition to the executive force of Otto Eisenlohr & Brothers, Incorporated.

Schulte Gets Lease in South Penn Square

The Schulte Cigar Stores have acquired a location in South Penn Square, taking over a portion of the ground floor of the Little Hotel Wilmot, which is owned by Ryerson W. Jennings. As soon as alterations are completed, the Schulte Company will open a branch of their cigar chain there. It is understood that the Schulte Company has several other locations in Philadelphia under consideration.

A Loving Cup for Charles and Harry Bobrow

On the occasion of the removal of the firm of Bobrow Brothers, on January 2, to their new factory and office headquarters at Fifth and St. James Streets, the employes of the firm endeavored to show in some measure their appreciation of the kindly treatment accorded them by Charles and Harry Bobrow. The token took the form of a loving cup.

H. B. Grauley Off on Western Trip

H. B. Grauley, the cigar manufacturer at Sixth and Chestnut Streets, left last week on a trip through the Middle West in the interest of his "Golden Rule" and "Orange Blosson" five-cent brands and "Belle of Cairo" ten-cent cigar. The factory has entered 1917 in an oversold condition, while 1916 was one of the biggest years that it has ever had.

In Justice to J. B. Annis

"The Tobacco World" printed in the January 1st issue a denial of a statement to the effect that J. B. Annis had become connected with the Emze Cigar Company. In justice to Mr. Annis it should have been made clear that the original statement did not come from him, but that it appeared in a contemporary journal of the trade. It was this statement that the Emze Cigar Company asked to have denied. Mr. Annis states that he does not intend to become connected with that company.

D. Harry Moulsdale, accompanied by Francisco Torres, who is active head of Sanchez & Haya, is expected in Philadelphia this week. From here they will go to New York, and probably a little later to Havana.

Philadelphia Notes

Duncan & Moorhead report that the first two weeks of January this year, far exceed the business for the same period in 1916.

Yahn & McDonnell report splendid results on the efforts which they have expended in behalf of the "La Sultana" five-cent cigar.

Dan Ostrow, Seventh and Chestnut Streets, is showing "La Zuma" smokers in his window this week. The brand is a Key West product.

Jesse Batt, vice-president of Simon Batt & Company, was a recent visitor in the interest of the "La Verdad" and "S. Palo y Ca." brands.

The many friends of Sig. C. Mayer, will be glad to learn that he is convalescing after his recent operation, and that he expects to be about shortly.

Donald Flanigan, who succeeded his brother, Frank, as manager of the cigar department of the Hotel Adelphia, has resigned from that position. He has made no plans as yet.

Jay Y. Krout, Philadelphia representative of Heywood, Strasser & Voight, the well-known label house, was among the guests at the recent banquet tendered by the firm to its representatives.

William J. Noonan has severed his connection with the Independent Cigar Stores Company, and will hereafter represent the Cameron Tobacco Company on their "Eutopia" and "Jefferson" smoking mixtures.

Warner Searle and T. W. Hall, of the Portuondo sales staff, have left for their respective territories. Mr. Hall will call on the trade in the South and Southwest ending his trip on the Pacific Coast. Mr. Searle will cover New York and Pennsylvania.

J. V. Flanigan, of Por Larranaga, was in Philadelphia last week. Business thus far, says Mr. Flanigan, is of a most satisfactory kind. The factory enjoyed an excellent year of business in 1916. Mr. Flanigan expects to go to Havana the latter part of the month.

TOBACCO OF WESTERN GREECE

Prices Up One Hundred Per Cent. Since September 1916—Crop Estimated at Five Million Pounds

THERE are three distinct kinds of tobacco grown in the Patras district in Western Greece, known locally as Tsembelia, Aromatic, and Basma. The Tsembelia is the ordinary kind, a strong variety, having a leaf nine to ten inches long, and of light-yellow color in the good grades. The Aromatic is mild and very fragrant. It bears a leaf five to six inches long, light of weight and bright yellow. The Basma is a tobacco grown from seed brought from Cavalla, and is a new venture in the district. The growers are confident that they will be able in the future to rival the famous Cavalla product so popular with American buyers.

The chief tobacco-growing region of the district, so far as the American market is concerned, is that lying around the town of Agrinion and its adjacent lakes on mainland Greece just north of the Bay of Patras The tobacco region round about the old city of Argos, though it furnishes a large supply for the domestic market and for certain foreign markets in times of peace, does not produce a sufficient good quality to attract American buyers. The Agrinion crop for 1916, which has now all been harvested and put in the drying barns, shows a falling off in quantity of some fifteen per cent. as compared with the normal crop of that region, though the quality is reported to be good. The total crop, all grades, is estimated at 5,000,000 pounds. This is about equally divided between the Patofyllo and Tsembelia grades on the one hand and the Myrodato and Cavalla-seed grades on the other. The short crop is attributed to the exceedingly hot, dry weather that prevailed in May and June.

Grades.	Price per 100 pounds. Feb. 14, 1914.	Nov. 14, 1916.
Patofyloo	....	$13.50—$27.50
Tsembelia I	$24.28	52.00— 52.50
Tsembelia II	17.44	38.00— 38.20
Tsembelia III	10.60	22.80— 23.00
Aromatic (Myrodato) I	40.01	68.00— 68.50
Aromatic (Myrodato) II	33.17	53.50— 54.00
Aromatic (Myrodato) III	15.05	40.80— 41.00
Cavalla seed (Basma)	48.22	51.50— 76.50

The tobacco of this region usually commands a less attractive price than the well-known qualities grown around Cavalla—so much so, in fact, that in the past American buyers have not shown a disposition to invest heavily in the Agrinion article. However, with the closing of the part of Cavalla to outside markets on account of hostilities in that region, and the consequent cutting off of tobacco supplies from there, prices have risen sharply in the Agrinion region. Buyers state that prices have risen one hundred per cent. since September 1, 1916. The following tabulation, showing the prices per one hundred pounds of the different grades, f. o. b. Patras, on February 14, 1914, and November 14, 1916, will indicate generally the advance in prices.

To these prices must be added ocean freight. The grade Patofyllo comprises in general the seconds or lugs of the Tsembelia and Aromatic grades; hence the wide range in price, as the quality varies greatly.

No small part of the cost of the higher grades is chargable to manipulation of the leaves. Dealers estimate the cost of manipulation about as follows per one hundred pounds: Tsembelia, $0.35 to $1; Aromatic, if bunches are tied at ends, $3.50 to $5; Aromatic, if bunches are tied in middle, $5 to $10; Cavalla seed, $7 to $25, according to fineness of quality. For the highest grades only the best and smallest leaves are used. These are sorted carefully as to size, and placed with great exactness one upon the other in the bunching process. The higher grades are handled repeatedly in order to secure the desired color.

The crop of 1916 will not be ready for exportation before May or June, 1917. The prices given above are for the crop of 1915, which is now moving on the market. Prices are also quoted for May-June delivery, but there is little disposition on the part of buyers to place advance orders at present. American firms have recently become interested in Agrinion tobacco, and considerable purchases have already been made for their account.

[Further data on the Greek tobacco industry appeared in a monograph, "Tobacco Trade of the World," issued by the Bureau of Foreign and Domestic Commerce as Special Consular Reports No. 68 (copies of which may be obtained from the branch offices of the Bureau or from the Superintendent of Documents, Government Printing Office, Washington, D. C.; price, 5 cents); also in Commerce Reports for September 27, 1915.]

Big Sale of 1909 Leaf

Lancaster, Pa.

A record sale of 1909 Lancaster County tobacco was made last week, when Frank C. Lusser, of Lancaster, sold his packing of 900 cases to Western parties for seventeen cents a pound. The sale realized approximately $53,550. Such is the demand for this tobacco now that holders of what is left, only a few thousand cases in the local market, are asking twenty-one cents a pound for it. Holders of the 1915 tobacco can get almost any price they ask for it, such is the demand for old goods.

The factories are now busy replenishing the depleted stocks of the retailers, who had a big holiday run. But in order to manufacture, the factories must have tobacco, and the concerns without a reserve stock are hard pushed for old goods. This accounts for the high prices of tobacco. Manufacturers say this means an advance in the wholesale price of cigars early in the new year, and the six-cent cigar appears booked to succeed the nickel smoke. Either this or smaller cigars, and some factories have already begun cutting down the size.

With the 1916 tobacco many months away from the market, the prediction is made that it will begin selling at a figure much above twenty cents a pound, as by next fall old tobacco will be as scarce as it is now, because the 1916 crop everywhere was so short.

No Pool in Lancaster County for the New Crop

Lancaster, Pa.

Persons who were expected to lend material aid to another project designed to have Lancaster County tobacco growers pool their interests in 1917 declare there is "nothing doing." The small pool formed in 1913 proved a failure, and all that could be done to escape total wrecking was to develop into an association that conducts a regular leaf dealing business, the association packing and selling like ordinary packing firms. Not much money has been made of this venture, but it prevented the total loss of what the interested parties put into the pool. Those importuned to go into another pool, for which it is proposed to raise upward of $3,000,000 as a working capital, say there is no more chance of raising even a fraction of that amount than there is of raising the entire sum.

John B. Gille, a cigar manufacturer at Kingston, N. Y., has filed a petition in bankruptcy with liabilities of $3031 and assets of $439.

Manila Cigar Imports Increase More Than Forty Millions

The following statement shows by months the number of cigars and cigarettes exported from Manila to the United States during the first eleven months of 1915 and 1916. The increase in cigars for the first eleven months is 40,788,568. The statement follows:

Month	Cigars 1915	Cigars 1916
January	4,219,398	4,506,224
February	9,120,487	9,857,689
March	7,094,886	5,619,246
April	3,800,928	7,369,630
May	3,698,659	7,581,073
June	3,454,529	7,958,154
July	5,702,993	12,485,366
August	5,330,424	10,181,510
September	6,257,460	13,051,677
October	4,300,785	11,025,337
November	8,176,789	12,310,000
Total	61,157,338	101,945,906
Increase		40,788,568

Month	Cigarettes 1915	Cigarettes 1916
January	120,000	255,000
February	605,250	987,750
March	615,200	340,000
April	361,650	716,250
May	466,800	500,250
June	502,500	50,000
July	329,500	925,000
August	985,500	330,250
September	545,000	435,000
October	280,000	615,000
November	365,800	548,500
Total	5,177,200	5,703,000
Increase		525,800

Decatur Man Invents Unique Cigar Box Lid Holder

Stanley Peters who lives in Decatur, Ill., and travels for a cigar company has invented an electrical cigar box lid holder and electrical sign all in one. It is arranged so that the box of cigars sits on a stand in the case with the attachments on the box and when the door of the case is opened it throws a light on the lid of the box, showing the brand of cigars in the box. The box is easily removed from the case and off of the stand to allow the customer to take the cigar from the box himself.

Mr. Peters' idea is to use this on the special brand of cigars which he sells or on any one special brand of cigars which the merchant wants to push.

M. Bustillo & Company Open Factory in Jacksonville

M. Bustillo & Company, of Tampa, Fla., have opened a cigar factory in Jacksonville employing thirty hands. The factory in Tampa will be maintained.

G. B. Hoover, a member of the firm stated that while the climatic conditions at Jacksonville, were not as favorable to the manufacture of cigars as those at Tampa, the large wholesale territory adjacent to the former city will have a beneficial effect on the factory's sales.

Wiedmann-St. Louis Cigar Box Company Expands

The Wiedmann-St. Louis Cigar Box Company with factories in Kansas City, Mo., and St. Louis, Mo., recently acquired the Galena Cigar Box Company, of Galena, Ill. This is one of the largest concerns in Galena.

The Kind of Brands That Are Profitable

The average dealer's showcase carries too many brands. Many of these brands do not sell, but they are occupying space because some good persistent salesman has forced them on the retailer through perhaps a low price, a promise of a large advertising campaign, a cigar cutter, a window display, or by good straight salesmanship.

As the days and the months roll by, Mr. Retailer finds that the brand does not sell or sells very slowly. This stocking of the retailer goes on daily, and his collection of "dead ones" multiplies in proportion to his ability to discern between the brands which offer the largest possible value for his customer's nickel or ten cents, which year after year are advertised and consistently promoted, from those which are sold on the low price basis and which are not consistently supported year after year through advertising and general sales promotion. Every day the "Fly by Night" brand comes into the market. It blazons its way through the city on the strength of some special concession in price or otherwise, flashes the advertising campaign with the "big noise," only to fade away and be forgotten by the smokers in a few days or weeks. The dealers are the only ones to remember it and they wonder how they will dispose of this brand which promised so much but produced so little for them.

Every man on the firing line can remember the kind of a brand to which we refer, and while the dealers are becoming less susceptible to these methods, the dealers' showcases indicate that the trade has yet a long way to travel in the elimination of these brands that do not sell—brands that offer no future for the retailer, because they do not have the support of manufacturing and marketing resources, sufficient to guarantee that they will become consistent sellers in the various markets where they are distributed.

The question for Mr. Retailer to ask himself then, is not how little do I have to pay for the cigars—do I get a cigar cutter with my first order—or do I get an attractive window display with the first order—but rather he should convince himself that the cigars are made by a manufacturer who is ready to keep up the quality of the merchandise under any and all conditions, and that these cigars will be consistently advertised and promoted.—From "The Burning Question."

Robert E. Lane Sails for Havana

Robert E. Lane, American representative of the Partagas factory, left New York last Saturday, the 13th, for his annual visit to the factory in Havana.

The past year shows the best record in Mr. Lane's long connection with Partagas, and he is going to Cuba with his plans outlined to put 1917 over the mark just set.

He expects to get back in New York about February 1.

Newark Factory Acquired for "Havana Ribbon" Brand

Bayuk Brothers, manufacturers of "Havana Ribbon" and "Philadelphia Handmade" cigars, have added to their chain of factories by leasing the three-story building at 57 Broome Street, Newark, N. J. As soon as alterations are complete the factory will be started on the production of "Havana Ribbon" cigars. About two hundred hands will be employed.

Bayuk Brothers, together with Harvey L. Hirst, have incorporated in New Jersey, the Mapa Cuba Cigar Company, with capital stock of $200,000. They have purchased the property at Beatty and Adeline Streets, Trenton, N. J., and as soon as the property is remodelled manufacturing will begin. It is not believed that work can start before March 1. The leading brand will be a ten-cent cigar called "Mapacuba."

Deaths in the Trade

Alexander Edward Faber

ALEXANDER EDWARD FABER, president of G. W. Faber, Incorporated, importers of cigars, died on Saturday, January 6, at his home in Plainfield, N. J. Mr. Faber had been ailing for some time, but his death was caused by pneumonia. The deceased was eighty-six years old and continued his trips back and forth between his home and his business almost up to his last illness.

Mr. Faber had been in the cigar importing business practically all his life. He was born in Hamburg, Germany, and came to this country when six years old. His brother, G. W. Faber, founded the house that bears his name and it was in his employ that A. E. Faber earned his experience in the cigar business. Following the death of G. W. Faber, the firm was incorporated and A. E. Faber became its head.

The company has grown through the years. Its foundation and character are well established and its reputation an enviable one.

The funeral took place on Monday and was attended by a committee from the office.

The deceased is survived by two sons and one daughter.

William W. Wallis

William W. Wallis, for many years a well-known cigar manufacturer of New Orleans, was suddenly stricken with heart failure on the evening of January 3, and died while his wife was telephoning in another room.

Mr. Wallis was born in Pickens County, Ala. He was a great-great-grandson of James McKnitt Alexander, one of the signers of the Declaration of Mecklenburg and secretary of the Council of Mecklenburg.

In 1892 Mr. Wallis came to New Orleans, and opened a large cigar factory. Later ill health caused him to abandon this business. For the past few years he has conducted a wholesale and retail store at 814 Common Street. The deceased was sixty years old. He is survived by a widow.

Simon Winkel

Simon Winkel, retired cigar manufacturer, died suddenly on January 4, at his home, No. 758 Kelly Street, the Bronx, in his ninety-first year. He leaves four sons, three daughters, thirty-five grandchildren and eighteen great-grandchildren. Mr. Winkel, who owns several cigar manufactories in New York, retired from business in 1896. Mr. Winkel was one of the organizers of the Netherland Israelites' Sick Fund.

Andrew Bell

Andrew Bell, for fifty years in the cigar manufacturing business in Brooklyn, died recently at his home, 422 Macon Street in that city. Mr. Bell was a native of Portsmouth, N. H., and a descendant of an old New England family. At one time he was active in politics in Brooklyn as a member of the Republican County Committee. He was a thirty-second degree Mason. The deceased was in his seventy-seventh year.

Christopher Terkelson

Christopher Terkelson, proprietor of a cigar store at 11 Kansas Avenue, Kansas City, Mo., died recently while sitting in a chair. He had had the cigar store for twenty years. The deceased was a native of Denmark. So far as his friends know he had no living relatives. He was sixty-eight years old and unmarried.

George W. Nichols

George W. Nichols, head of the cigar manufacturing firm of George W. Nichols & Company, died on the 10th, at his home in Lakewood, N. J. Mr. Nichols was eighty-six years old. He was the founder of the firm. One of the leading brands of this company is the "Solace," made in Key West.

Morris Wachter

Morris Wachter, a cigar manufacturer, at 720 Knickerbocker Avenue, Brooklyn, died on the 11th, at his home as a result of a stroke of apoplexy. He was fifty-eight years old. He was a member of the Brooklyn Lodge of Elks, and of Gramercy Council, Royal Arcanum. He was president of the P. F. Lynch Democratic Club.

J. F. Poggenburg

J. Ferdinand Poggenberg, former amateur champion at 18.2 balkline billiards, who died the last day of 1916 in New York, was a cigar manufacturer by trade. For many years he has been considered one of the best non-professional billiard players in the game.

George H. Stratton

George H. Stratton, for more than forty years associated with the tobacco firm of McAlpin & Company, New York, died at his home in Ridgewood, N. J. He was born in New York seventy-seven years ago. He retired from the tobacco business in 1900.

The deceased is survived by a wife, one son and one daughter.

Herman Dietz

Herman Dietz, widely known business man, clubman and yachtsman, familiarly known as "The Skipper," died Sunday morning, at his home 646½ Field Avenue, Detroit, Mich. He had been ill ten years.

Mr. Dietz was born in Saxony in 1852, coming to Detroit when fifteen years old. He went into the cigar business. He was an enthusiastic "skat" player and held the championship of the Harmonie Society, of which he was a member forty-three years.

His widow and two daughters, Ada and Amy Dietz, survive him.

Bradley J. Fisher

After an illness of nearly a year, Bradley J. Fisher died at the home of his brother, J. Albert Fisher, in Hanover, Pa., from ulcers of the abdomen, following an attack of typhoid last February. He was born fifty years ago in Denton and was the son of Thomas W. and Anna W. Fisher, formerly of Baltimore. For fifteen years, Mr. Fisher was division manager of the American Tobacco Company, at York, Pa., and later became a dealer in antiques. He was known as an authority on old china and furniture.

Surviving him are a sister, Amelia Fisher, and two brothers, J. Albert and J. Gordon Fisher, both wholesale tobacco dealers in Hanover.

Alexander E. Templeman

Alexander Edwin Templeman, sixty-seven years old, 2406 Madison Avenue, Baltimore, Md., died recently after a long illness from apoplexy. Born in Fauquier County, Virginia, Mr. Templeman early came to Baltimore and engaged in the wholesale tobacco business, being a member of the firm of Templeman Brothers.

Surviving are his wife, Mrs. C. Ida Templeman; four daughters, the Misses Minnie M., Harriett and Ruth Templeman and Mrs. W. E. Price; two sons, E. Bruce Templeman and F. Leroy Templeman.

Prosperous Year for British-American Tobacco Company

Hugo Cunliffe-Owen, vice-president of British-American Tobacco Company in this country, says: "This has been our big year. For twelve months ended September 30 net profits, after all charges and income tax, were $13,666,805, against $9,250,295 in previous year. An increase of close to $5,000,000, during the war period is a remarkable demonstration of possibilities of our company.

"A few days ago we declared a final dividend of five per cent. free of British income tax, upon ordinary shares. This made, with interim dividends, thirty per cent. for year ended September 30 against twenty-two and a half per cent. for year ended September 30, 1915.

"Directors also took action on a further cash distribution of six per cent. in an interim dividend for 1916 and 1917. This compares with a dividend of five per cent. a year ago.

"Stockholders will also receive a bonus distribution of one ordinary Canadian share of $5 par for every four ordinary shares of British-American Tobacco Company. Stock of Imperial Tobacco Company is quoted $4 to $5 a share, so that this distribution alone is equal to twenty per cent. to twenty-five per cent. on stock of British-American concern, Including stock and cash, our distributions for the year just closed have amounted to at least fifty per cent., compared with twenty-two and a half per cent. for 1915.

"Everything is running smoothly. During the year we opened a large new cigarette factory in the United States. Our cigarette production here is now double a year ago.

"Other countries in which we are interested include China, India, Australia, South Africa, Egypt, Brazil, Argentina, England, Trinidad, Jamaica, New Foundland, Panama, Finland, Norway and Denmark.

"Our big business is cigarette business, although our plug cut sales are large. We do some cigar business in Jamaica and Australia.

"Our pay-roll now probably includes 50,000 employes. When the war started it was probably about 25,000. We have about 9000 in England, and of these about 8000 are women. Two years ago we saw the danger of conscription and arranged to replace the men with women. The women in many instances do the work fully as well as men.

"When the war started we laid aside $7,500,000 for paying losses incurred through the war. So far we have not had to touch it. Our plant is shut down in Belgium, but out investment there is comparatively small.

"After paying final dividend of five per cent. and writing off $185,425 as book value of shares to be distributed as bonus, carry-forward will be increased by $2,975,030 to $8,715,815, less amount not yet ascertained required to pay excess profit duties. Add the special reservation of $7,500,000, and we have a surplus equal to over fifty per cent. of outstanding ordinary share capital.

"Imperial Tobacco Company of Canada has always been a subsidiary of British-American. Even with a distribution of the 1,563,580 shares of Imperial to British-American stockholders, we still retain control of the Canadian company.

"About the time the war was starting, I predicted great prosperity for the United States, when every one here apparently had nothing but the darkest forebodings. It looks as if results in the last twenty-six to twenty-seven months have more than confirmed my predictions."

New Cigar Factory for Bridgeport

Eugene S. Marsh, Paul S. Chapman and Mary S. Clarke, are the incorporators of the Marsh & Rankin Company, of Bridgeport, Conn., who will manufacture cigars. The capital stock of the company will be $50,000 divided into 500 shares of $100 each. They will commerce business with $10,000.

Tampa

Cigar Manufacturers Invited to Join Board of Trade—Edward Wodiska Back from Havana Holiday Trip—Gasparilla Carnival to Begin February 2

January 9, 1917.

EDWARD WODISKA has returned to Tampa after a holiday spent in Havana. He is still uncommunicative as regards his future movements. We know that whatever he tackles he will make a success of it. And we're just curious enough to wonder what it will be. We know Mr. Wodiska is too much of a "live wire" to sit down and twiddle his thumbs.

Jose Lozano, of F. Lozano Son & Company, is expected to return from New York this week. No announcement has been made yet as regards the re-organization of the management.

The cigar manufacturers of the city are regarding with favor an invitation from the Tampa Board of Trade to join that organization. About twenty-five members have signified their willingness. The cigar manufacturers realize that they can serve their best interests through co-operation and unity of action. Joining the Board of Trade is felt to be a step in the proper direction.

The Gasparilla carnival is under way and plans have been perfected for the big event to begin February 2, and continue in conjunction with the South Florida Fair until February 10. The carnival brings thousands of tourists to the city each year and it is the determination of those who have charge of the affair this year to make the Gasparilla unsurpassed by any previous ones.

Francisco Torres & Company, expect to get into their new factory by the twentieth, if all goes well. Orders for the "Americus" brand are showing a steady increase and reports state that a hearty reception is being accorded the cigar by discriminating smokers.

Among those recently returned from Havana are: Jerry Windmuller and Ben Lesser, of Salvador Sanchez y Ca. The demand for the "Dulce" brand is most pleasing aside from the fact that the organization is on the jump continually to get their shipments out fast enough.

Revenue figures indicate that in 1916 Tampa manufactured 313,321,452 cigars. This means more than a million cigars a day. This is an increase of more than forty millions over last year and it would have been more than fifty millions if the strikes had not disrupted the manufacturers. Most of the manufacturers are optimistic enough to believe that Tampa this year will have the biggest output in her history.

The San Martin y Leon Company is entertaining a party of jobbers from the Middle West. Jorge Leon has just returned from Mobile, and will accompany the tourists to Havana, where they will visit the famous plantations of the company. The jobbers in the party sell San Martin & Leon cigars, and when they return they expect to be fully familiar with all the brands from the plantations where the leaf is grown to the finished product.

B. J. Mays, recently sold his jobbing business to J. P. Hardee. His plans have not been announced for the future.

T. H. Thornton, who covers Southern territory for Sanchez y Haya is paying a visit to the factory this week. The firm is planning for a big year. Perfecto.

Fire recently damaged the building and stock of J. E. Dastdo, a cigar manufacturer of Rochester, N. Y., to the extent of about $200.

Penn Tobacco Company to Share Profits

Wilkes-Barre, Pa.

As a New Year's gift to its employes the Penn Tobacco Company announces that beginning January 2, 1917, a profit-sharing plan will become operative for the benefit of all employes with the company for a period of six months and longer. The Penn Tobacco Company had a remarkably successful year during 1916, and in recognition of the co-operation of its employes in all departments the profit-sharing plan was outlined at the company's third annual banquet Friday night. The plan will put the employes on the same basis in relation to the company as the stockholders.

The plan provides that the profits to the employes shall be paid quarterly, the same as the rate of the cash dividend upon the common capital stock of the company to be calculated upon the wages paid the employe for that quarter; that is to say that if a cash dividend of one per cent. upon the common stock be declared and paid then a benefit equal to one per cent. upon the wages paid the employe for that quarter will be paid to the employe eligible to the profit. The payments are to be made on the fifteenth day of February, May, August and November. If no dividend is declared upon the common stock, the payment to the employes will be cancelled, and the company reserves all rights to modify the plan or abandon it upon thirty days' notice to the employes.

In announcing this forward moving step the company stated that the idea upon which the plan is based is that labor is proportionately as much an investment as money invested in the stock and that the best interests of stockholders and employes will be conserved by the co-operation of the one with the other.

New Cigar Box Firm

Employing twenty-five hands, the Buckley-Ginter Box Company, manufacturers of cigar boxes, has been organized and has leased the three-story building at Yale Avenue and West Broad Street, Columbus, O., John A. Kelley of the Chamber of Commerce recently announced. Mr. Ginter formerly manufactured cigar boxes in Columbus. Mr. Buckley has been in the drug business at Findley, and is a former president of the Chamber of Commerce there.

Certificate of incorporation has been filed in Memphis, Tenn., by the Dixie Cigar Stores Company, of Montgomery, Ala. The authorized capital is $2000, and paid-in capital is $1000. The incorporators are, R. H. Williams, W. S. Williams, and M. M. Williams.

PHILIPPINE TOBACCO CO.

CABLE ADDRESS PHILTOCO
A.B.C.-5TH EDITION BENSINGER AND PRIVATE CODE

123 MAIDEN LANE

GROWERS AND PACKERS

NEW YORK, U.S.A.

Dec. 29, 1916.

Tobacco World Pub. Co.,
236 Chestnut St.,
Philadelphia, Pa.

Gentlemen:

We would ask you to please omit our ad. for the next few weeks, because of the fact that through the previous ads. that you have inserted for us, we sold out our entire holdings of Philippine tobacco.

Our Manila office cables, that we can expect another shipment between the 15th of Jan., and the 10th of Feb. We will then have to offer our 4 grades of fancy stripped, booked, and the barreled Philippine fillers.

Thanking you in advance for the courtesy extended to us, we beg to remain

Very truly yours,

LS-2

PHILIPPINE TOBACCO CO.

Per

The Cuban Market

From Our Exclusive Bureau Perseverancia No. 8

Havana, Cuba.

Havana, January 8, 1917.

AS during the second half of December, the pending transactions from the first two weeks had been examined and accepted. The sales during the last fortnight showed up well, and the stocks for sale in our market were reduced, notwithstanding that the receipts from the country were swelled up by adding, as far as Remedios is concerned through the stocks which had been stored across our bay (Regla), and which had not been previously reported. In Partido there has been an addition to the receipts by electric conveyances, and which neither had been taken into account.

As quite a number of leaf buyers have arrived, and more are expected to come forward, during the course of this month, the outlook for a further lively market seems to be assured. The sales in December did not show any further advance in prices, as evidently some holders must have been anxious to exchange a new dollar for an old one, for according to the figures obtained the packers and leaf dealers of Remedios could not possibly have made any money, taking into account the high prices paid to the vegueros, and the poor yield in first and second capaduras.

The outlook for the coming crop is disheartening for the vegueros, owing to the prolonged drought in all tobacco growing districts, as only the minority of the farmers possess a system of irrigation in the Vuelta Abajo, and in the Santa Clara Province, to remedy the evil of the drought. We exclude Partido, as irrigation is more plentiful in this region. If we should not get a tolerably large crop in the Vuelta Abajo, it will seriously interfere with the manufacturing industry of our cigar factories not alone, but will also handicap the clear Havana cigar industry in the United States this year. Unless we should have at least one copious rainfall, during the coming week, prices for the few remaining stocks on hand must soar considerably. What is our misfortune is a blessing for the cane sugar planters, as they are in clover by being able to supply the sugar mills with plenty of cane, without any interruption through rains, although it may affect the new growth of the young plants for next year.

Sales during the fortnight totaled 15,220 bales, and which divided represented: Vuelta Abajo and Semi Vuelta, 5404; Partido, 833, and Remedios, 8983 bales.

Buyers were: Americans, 9328; Canadians, 4500, and our local manufacturers of cigars and cigarettes 1392 bales.

Exports of leaf tobacco from the port of Havana, for the two weeks ending with the 31st of December, 1916, totaled 10,851 bales, and which were consigned to the following countries: To all ports of the United States, 9808; to Canada, 698; to Norway, 40; to the Canary Islands, 20; to the Argentine Republic, 272, and to Chile 13 bales.

Receipts of Leaf Tobacco from the Country

For 9 days ending with Dec. 31, 1916.		Since Jan. 1, 1916	
Veulta Abajo	1,277 bales	160,721 bales	
Semi Vuelta	101 "	20,842	"
Partido	3,600 "	26,582	"
Remedios	7,310 "	146,085	"
Oriente	.... "	6,869	"
Total	12,288 "	Total 361,099	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Julius Klorfein, and his salesman, H. Handler, of Garcia Grande fame; Harry Nichols, of G. W. Nichols & Company; David del Monte, of David del Monte; Simon Ruppin, of S. Ruppin, Incorporated; Jose Menendez, of Jose Menendez; and Richard Sichel, of B. Rosenblueth.

From Tampa: Jose Lovera and Jose Casio, of Jose Lovera Company; and Jose de Armas, of Jose de Armas.

From Key West: A. Artolozaga, superintendent of the cigar factory of G. W. Nichols & Company.

From Chicago: Francisco Bolano, of Francisco Bolano & Company.

From Montreal: Domingo Granda and Antonio Suarez, of Jose Granda, Limited.

From Toronto, Ont.: Victor Fernandez, of Victor Fernandez.

Returned: Celestino Corral, of Corral, Wodiska & Company; Walter Sutter, of Walter Sutter & Company; Pepin Rodriguez, senior partner of S. A. Romeo y Julieta; Lutgarda Gener de Torrs, her husband, their sons, Francisco and Jose, and their daughter, Evangelina, of the La Escepcio factory (Hoyo de Monterrey); and Manuel Rodriguez and family, of Rodriguez, Mendez & Company.

Departures—To New York: Joseph and Harry Mendelsohn, Bernhard Lichtenstein, Julius Klorfein, H. Handler, Harry Nichols, Bruno Diaz, Jr., and David del Monte.

To Key West: A. Artlozaga.

To Denver, Col.: Ramon Solis.

To Dayton, O.: Joseph Weinreich.

To Hamilton, Ont.: A. F. Presnail and M. T. Irwing.

Cigars

While business has quieted down somewhat, nevertheless our big factories continue to work nearly as well as during the holiday rush, as they have enough unfilled orders on hand for the States, Great Britain, South America, and also for the minor countries. On the other hand, the small factories are making a scant living, as orders for them are far and few between just now. That prices for our Havana cigars must be raised, owing to the higher cost of the raw

material, seems to be a foregone conclusion, and we understand that several factories have already made a beginning for some countries.

Romeo y Julieta is working as strong as heretofore, being constantly favored by incoming orders.

Partagas neither notes any falling of in the receipt of orders from all parts of the world.

H. Upmann is working normally in most directions.

Punch continues its steady march right along. August Kuttnauer is still here.

Sol has regular orders, which keep the factory fairly busy.

Por Larranaga is phenomenally busy still, although owing to the high cost of the leaf, very little profit can be made, unless the importers of cigars agree to a substantial raise in the selling prices, particularly for the cheaper sizes.

La Devesa de Murias, Belinda, Hoyo de Monterrey, and a few other factories, are working well, considering the season of the year.

Leaf Tobacco

H. Upmann & Company issued a circular, dated the first of January, stating, that as Mr. Theodore Garbade wished to retire from the firm, he ceased to be a member on this date. They also conferred the general power of attorney upon Mr. Paul Meyer and Max Haarstick.

John Erzinger, wholesale tobacconist, of Montreal, arrived here on a pleasure trip, as well as combined with business eventually.

Max Herzog, the well-known broker of shadegrown Connecticut wrappers, at New York, came here accompanying Mr. Julius Klorfein, and advising him in the selection of leaf, but while the latter returned, Max Herzog remained here yet, expecting to meet some other customers of his.

A. F. Presnail and M. T. Irwing, of the Tuckett Cigar Company, of Hamilton, Ont., made their usual purchases of leaf for this year, with the assistance of Leslie Pantin, as formerly.

Max Schatz, of the Schatz Importation Company, of Indianapolis, arrived here on a short vacation of three days, having left again on the sixth inst.

Morris Bluemlein, retired partner of A. Bluemlein & Company of New York, passed through here, on Wednesday, bound for Panama, by the S. S. "Pastores."

The reported sale of the Flor de P. A. Estanillo factory has been denied by the owner, Don Evaristo Herrera, as being premature.

Marco Fleishman, of S. Rossin & Sons, New York, came here chiefly to look over their holdings of leaf, but incidentally added to same, what was needed.

David del Monte arrived with Mrs. del Monte and daughter, for a short vacation, but making his usual purchases of leaf, as always at this time.

Mark A. Pollack has purchased 2400 bales of leaf, in the last fortnight, for account of his customers.

The Cuban Land and Leaf Tobacco Company acquired 1892 bales of leaf additional, lately, for the needs of their factories here and in the north.

Bernhard Lichtenstein secured around eight hundred bales of leaf for his firm of Lichtenstein Brothers, New York.

Ted Smith purchased 650 bales of leaf, for the firm of Hinsdale Smith & Company, of New York, but has not finished yet.

Walter Sutter & Company bought 392 bales of choice vegas, for account of their American customers.

The most important sellers were: Manuel A. Suarez & Company, 4153 bales; Jose C. Puente & Company, 2695 bales; Herrera, Calmet & Company, 607 bales; Tomas Benitez, 550 bales; Leon y Delgado & Company, 501 bales; Selgas & Company, 419 bales; Jose F. Rocha, 299 bales; Rodriguez, Mendez & Company, 228 bales, and I. Kaffenburgh & Sons, 150 bales.

Shippers above two hundred bales of tobacco, from the port of Havana, during the last two weeks were:

Maximilian Stern, 1849 bales; Virgilio Suarez, 1537 bales; Manuel Suarez, 1230 bales; Cuban Land and Leaf Tobacco Company, 1198 bales; Mark A. Pollack, 1063 bales; Leslie Pantin, 769 bales; Jose Suarez & Company, 762 bales; J. Bernheim & Son, 716 bales; Walter Sutter & Company, 626 bales; I. Kaffenburgh & Sons, 498 bales; H. Upmann & Company, 468 bales; Menendez & Company, 402 bales; Jose Lezama, 373 bales; Ernest Ellinger & Company, 339 bales; M. A. Gunst & Company, 307 bales; Manuel A. Suarez & Company, 254 bales.

Oretaniv.

E. V. Schnoor Incorporates

With a capital of $65,000, every dollar paid in and no stock for sale, the E. V. Schnoor & Company cigar business in Wichita, Kan., was recently incorporated as the E. V. Schnoor Cigar Company. At the first meeting of the stockholders, officers and directors were elected as follows: E. V. Schnoor, president and treasurer; Ransom Stephens, vice-president, J. C. Leverance, secretary; Charles J. Moore and C. A. McCorkle, directors.

For a number of years Mr. Leverance has been general salesman for the Shields-Wertheim Company, of Cleveland, O., makers of the "La Saramita" cigar. He has moved his family to Wichita, and will serve as sales manager for the company, having charge of the road salesmen. Mr. Leverance has sold the "La Saramita" to the leading jobbers and wholesalers from Chicago to the Pacific Coast and is known as a prominent figure in the cigar business.

Mr. Schnoor will devote his time to the financial affairs of the company, and to the retail stores. It was because his business has grown so rapidly that he needed other men to share responsibilities and work that he incorporated. The company sells cigars throughout Kansas, Oklahoma and New Mexico.

Commercial Failures During November

In common with other records, statistics of failures continue to make a gratifying exhibit, reflecting the general prosperity of the country and the increased promptness in the settlement of financial obligations. Strictly commercial default, as distinguished from banking suspensions and personal embarrassments, numbered 1251 during November, and the liabilities reported to R. G. Dun & Company were $14,104,621. These figures exceed the 1240 insolvencies, involving $10,775,654 in the preceding month, but the number is the smallest for any November since 1912, and it is necessary to go back to 1910 to find a lighter indebtedness for the period. For the eleven months of the current year, failures show a numerical reduction of twenty-three per cent. and a contraction of over thirty-six per cent. in amount as compared with 1915, while the record in both respects reveals a substantial decrease from the mortality of two years ago. Betterment in comparison with a time of abnormal conditions obviously is to be expected, but the present returns appear particularly favorable when it is considered that the possibilities of financial reverses are enhanced through the increased number of firms in business. —"Federal Reserve Bulletin."

Cigar Vending Machine Company Incorporated

The C. L. Hughes Company, of Canton, Ill., recently filed articles of incorporation for the formation of a company to manufacture and sell a cigar vending machine. Mr. Hughes is the inventor of the machine.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

LIVE JOBBER WANTS TO HEAR from factories making long-filler cigar, retaling 2 for 5 cents. Can use 40,0000 weekly. Cash with orders. Shirley, Bloomingdale, Michigan.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Salesman Wanted.

SALEMAN WANTED—A hustler, by manufacturer of fine, high-grade, shade-grown and Sumatra-wrapped cigars. To call on club and retail trade in New York, New Jersey, Pennsylvania and Ohio. Must know territory. This is a real opportunity for a man who can "deliver the goods." Address Box 202, "The Tobacco World."

Situation Wanted.

POSITION WANTED—As foreman or assistant. Experienced on hand or suction. Capable of taking charge. Best references. Address Box 201, "The Tobacco World."

For Sale.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

Trade Acceptances

THOSE members of the tobacco trade who attended the convention of the Tobacco Merchants' Association of the United States in Washington, D. C., last May, will doubtless recall the admirable address of Ernest F. DuBrul on the subject of "Trade Acceptances" as related to the cigar and tobacco business.

The trade will be interested to learn that there is a continued growth of the use of trade acceptances. The best authority for this would be a statement from bankers, and we print herewith an article on the subject, which appeared in the January number of the "Federal Reserve Bulletin":

"Steady progress is being made at Federal Reserve Banks in promoting the use of the trade acceptance. At the meeting of Federal Reserve Agents in Washington, held on December 4-7, the subject was carefully discussed, and the committee on trade acceptances submitted the following report:

"'This committee, which made a report to the last conference of Federal Reserve Agents, has endeavored to keep in touch with the progress these acceptances have made since that time with a view to bringing in this additional report, which is now submitted.

"'Your committee believes that there has been a gradually increased use of trade acceptances, but that the movement is not gaining strength in proportion to the opportunities and influence of the Federal Reserve System. While considerable satisfactory work of development and education has been seen in various parts of the country, the efforts so far appear to be scattered and without co-operation, especially among the Federal Reserve Banks. Since the trade acceptance plan is acknowledged to be scientific and preferable to the book account system, and since the Federal Reserve Board has recognized and given the system authority and standing among the Federal Reserve Banks, there should be no reluctance on the part of any Federal Reserve Bank to push the movement with vigor and persistence. It is the belief of the committee that development of the trade acceptance plan should be part of any general publicity scheme, if such action should be taken by the conference and approved by the board.

"'The committee is of the opinion that the best results now can be obtained through trade organizations, trade papers, chambers of commerce, credit men, etc. Particularly is it desirable to get a number of users of acceptances in a single trade or industry, as others are encouraged to their use if it be noticed that their competitors have adopted the plan. One of the principal arguments for delay by many concerns who are interested and convinced is the fact that their competitors continue the book account plan, and they cannot afford to risk alone the innovation and changed methods.

"'The committee also wishes to point out the desirability of having concerns who are obtaining trade acceptances in settlement of their own purchases. We are advised that a number of companies have a printed form of trade acceptance drawn on themselves which they send to the concerns from whom they purchase, requesting that drafts on them accompany all invoices sent.

"'The committee has a list of seventy companies who are using trade acceptances with satisfaction. These users of trade acceptances represent forty different kind of businesses and are located in eighteen states. The largest number of users are dealers in cotton, cotton goods, and cotton mills. The lumber business seems to rank next to the cotton business in the number of concerns using acceptances. While the acceptance plan seems to find a readier reception among concerns of smaller capital, the list is not without a number of names of high rated companies. The information in respect to the number of companies using trade acceptances and the above analysis thereof is based on very incomplete data obtained by inquiry from the Federal Reserve Banks, and in our opinion the list of companies referred to represents only a small proportion of the concerns that have made a beginning in substituting the trade acceptance for the open account.

"'We recommend that each Federal Reserve Bank secure standard forms of trade acceptance and supply these to their member banks, accompanied by a circular explaining the advantages, with all essential details.'"

Watching Your Business

By F. W. FISKE.

Mr. Fiske is the Educational Director of the National Wholesale Grocers' Association.—Editor.

JOHN and George were rival grocers in a thriving factory town. Both had grown up in the grocery business. They were both confronted with the competition of a prominent chain store and their customers had been thoroughly canvassed with mail-order catalogues. John believed in watching his business. He devoted his time to determining the policy of his store. He saw that his clerks did their work well. Being "on the job" with him meant knowing how his business was being done. He studied the arrangement of his stock and his window display. He took time to listen to some of the friendly suggestions of the jobbers' salesmen. He kept himself posted. He knew his cost of doing business. He sold goods of sound quality. He was constantly studying how to please his customers.

George was a very busy man. He believed that the only way to make sure that the work was being done right was to do it himself. His clerks depended on him for help and they accepted little responsibility. In his constant efforts to increase his business, profitable and otherwise, and to meet the cut prices of the nearby chain store, he found little time to plan ahead. The arrangement of his stock was unhandy and untidy because he hadn't found time to take an inventory, when he had expected to fix things up. The overdue accounts of several doubtful customers were accumulating and he was fearful of losing their trade by pressing his claims. He bought goods without knowing the demand for them. His costs of delivery and other service were constantly increasing, for what reason he could not tell. By one mighty effort he found time each month to pay his bills with little or nothing left over to pay off the mortgage on his home.

As time passed John was compelled to build an extension to his store to meet the increasing demands of his profitable business. Cost of goods was rapidly going up. George found less time than ever to study his business; customers were becoming slower in paying their bills and the demand for many of his best sellers of two years ago was small. The final blow fell when George was stricken with typhoid fever and was kept from the store for several weeks. When he returned he found things had gone from bad to worse, and to save anything he was compelled to sell his business and accept a job as clerk in John's ever-increasing business.

Keener competition, increased costs and smaller margins of profit make necessary the closest watchfulness in the grocery business. Some of the little things, if not watched, lead to large losses against which no insurance protects. The questions that follow are suggested, not with the idea that they are comprehensive, but with the purpose of helping you to watch your business. Watchfulness was the secret of John's success, the lack of it was the cause of George's failure.

Would answers to the following questions help you to watch your business?

1. Have you a system which enables you to know your cost of doing business?
2. When was your cash on hand checked last?
3. When were your cash book footings proved?
4. When was your bank account reconciled?
5. Are your ledgers in balance?
6. Do you take advantage of all cash discounts within the time limit fixed? For this purpose you should be able to secure loans from your bank. Do you? If not, why not?
7. Is a statement of outstanding accounts periodically brought to your attention? Are the past due noted?
8. Are invoices checked against goods received?
9. What record have you of cash sales?
10. What record have you of allowances to customers?
11. Are you carrying sufficient insurance to cover your present stock, furniture and fixtures, or are they over-insured?
12. Are you protected by liability insurance?
13. Are your employes handling cash adequately bonded?
14. What precaution do you take to see that your insurance policies are renewed on time and where are they kept?
15. Are your employes courteous and tactful?
16. Is your stock neatly arranged, easily accessible and protected against unnecessary deterioration, loss and damage?
17. Is your window display attracting the trade it should?

The Man Who Never Makes Good

One peculiar thing about the man who never "makes good" is his ability to "trump" up excuses showing why he could not. The man who tells you he will meet you at a certain hour and is not there will see you next day with a blanket of finely woven excuses which would do justice to an attorney attempting to get a new trial.

The man who "never does" is usually busy telling folks why he didn't. He evades direct answers, just as he does direct action. He is always "going to do something," but never gets around to it. He comes into the cafe in the evening and talks for the benefit of his friends and the strangers at other tables. In the world of "excuses" he is a big man, but no one can place a finger on anything he has actually done.

If he is discharged from his job, which, of course, he always is, he knows that someone "had it in for him" and that his discharge is the result of a conspiracy on the part of a few head men who were "afraid" of him. Yes, they were "afraid" he would neglect so many important or little things that the business boat would be sent ashore on the rocks and the pieces picked up from the tide. He is always late, always detained, always busy, always sick—anything except on the job at the time he is supposed to be. The world has no use for such a man, and he is only used to fill in where it is impossible to get the real thing.—"Yoeman Shield."

Amarillo Cigar Factory to Enlarge

Emil M. Benesch, of Denver, Colo., recently removed to Amarillo, Tex., and entered into a partnership with G. A. Gosser, a cigar manufacturer. Plans are now being made for an extensive addition to the present plant. The new firm will be known as the Great Western Cigar Company. Mr. Gosser will have charge of the factory end of the business. "Smoke House" is the leading brand at present and several new ones will be marketed in addition.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

U-24:—40,010. For cigars. December 11, 1916. F. T. McNulty, Ft. Myers, Fla.

ME-14:—40,011. For cigars. December 11, 1916. F. T. McNulty, Ft. Myers, Fla.

OLD TRUSTY:—40,012. For cigars, cigarettes and tobacco. December 7, 1916. The Mochle Litho. Co., Brooklyn, N. Y.

FIRST BANNER:—40,015. For cigars. December 13, 1916. Kuhles & Stock Co., St. Paul, Minn.

KUHLES & STOCK FIRST BANNER:—40,016. For cigars. December 13, 1916. Kuhles & Stock Co., St. Paul, Minn.

JUAREZ'S 45:—40,020. For cigars, cigarettes, cheroots, stogies and little cigars. December 30, 1916. Juarez Cigar Co., Charlotte, N. C.

CORRECTION.

NORFOLK:—40,001. For smoking pipes. December 6, 1916. Manhattan Briar Pipe Co., Brooklyn, N. Y.

TRANSFERS.

FREDERICHS ENCORE CIGARS. For cigars. Registered September 21, 1906, by H. G. Fredericks, and by various transactions was acquired by A. Libershall, Marquette, Mich.

THE WHIRL. (Tobacco Leaf.) For cigars, cigarettes and cheroots. Registered April 21, 1897, by the Hilson Co., and transferred to the American Cigar Co., New York City, and re-transferred to the American Litho. Co., New York City, June 20, 1916.

SIMON PURE. (Trade-Mark Record.) For cigars. Registered October 3, 1887, by George Schlegel, New York City, and by them transferred to the American Cigar Co., New York City, and re-transferred to the American Litho. Co., New York City, June 20, 1916.

FERRY BAR. (United Registration Bureau.) For cigars, cigarettes, cheroots, etc. Registered August 31, 1916, by Ferry Bar Cigar Co., Baltimore, Md., and by them transferred to the City Cigar Co., Baltimore, Md., Louis Schniderman, Prop., December 11, 1916.

Tobacco Importations Into French Indo-China

The importation of tobacco, cigars and cigarettes into French Indo-China diminished more than thirty-six per cent. from the figures of 1914. The 1914 figures however, were fifty per cent. higher than those of 1913. The abnormal increase in 1914, was due largely to the greatly increasing use of the product among the natives. The decline in 1914, was caused by general conditions and partly by an increased production of native tobacco. France and Algeria furnished the bulk of the tobacco and cigarettes; while most of the cigars came from Manila, either direct or via Hongkong.

Mac's Cigar Store Changes Owners Again

Mac's Cigar Store, one of the oldest and best-known cigar stores in Flint, Mich., has been purchased by the Watson Cigar Company. For some years it was conducted by former Mayor John R. MacDonald. A few years ago he sold out to E. M. Vosburg. The consideration in the new deal has not been made public.

No Time To Read It.

The growth of the trade and technical press in this country in recent years has been tremendous. There have been the usual number of failures among publications of this sort, but many conspicuous successes have been made, and to-day the trade and technical journal is a firmly established force in the business world. This growth in influence of the class publications is all the more remarkable when one stops to consider that the co-operation which they have a right to expect is often withheld. To-day there are very few business and professional men who will assert that these class publications are valueless, but many men strongly maintain that they have no time to read them. We are well aware that this excuse is often raised as an argument directed against a man's own conscience which tells him that he ought to read. Many men are too lazy to read and instead of admitting that to themselves, or to other people, insist that they are too busy to read.

However, this position is doubtless taken in good faith by some really busy men, and to them we suggest that they make a very simple test to find out just how long it does take to read the trade or technical paper or papers which they know will be helpful to them in their business. Surely it is a simple matter while reading a column of type to note the length of time required. A very simple calculation, not beyond the capabilities of a grammar school pupil, will then enable the reader to compute how long it will take him each week or each day to read the publication or publications devoted to his business. We are confident that in all cases he will be surprised to find how little time is really required for this purpose. Then, if he be honest with himself, he must be a very busy man indeed if he cannot spare the few minutes a day necessary for his business and professional reading.

The really efficient man commands his time to a large degree and subdivides his day into short periods, which he devotes to different purposes. Many of the busiest and biggest business and professional men of the country have adopted this plan; they set aside a certain period each day or each week in which they do nothing but read their business papers. The man who has the will and the enterprise to adopt this plan of time investment will be well repaid for the small effort required.—"Novelty News."

Edward Levy, cigar manufacturer, of Ottawa, Ill., has leased the south half of the Gayety Building for his cigar factory and retail store.

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322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse
Monte 167
Telephone
John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY
These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

A — Page
Acker, Merrall & Condit Co., New York
Alvarez & Co., Manuel, New York
American Cigar Co.
American Lithographic Co., New York
American Sumatra Tobacco Co.
American Tobacco Co., The, New York
Arguelles, Lopez & Bro.

B
Bachia & Co., R. A.
Bayuk Bros., Philadelphia
Behrens & Co., Havana, Cuba
Bobrow Brothers
Boucher Cork & Machine Co., Inc.
Brunhoff Mfg. Co.
Business Opportunity

C
Cardenas y Cia, Havana
Castro & Co., Pedro, Tampa, Fla.
Cayey-Caguas Tobacco Co.
Cifuentes, Pego y Ca., Havana, Cuba
Cohn & Co., A., New York
Comly & Son, W. F., Philadelphia
Commercial Cigar Co.
Compania Litografica de la Habana
Cressman's Sons, Allen R.

D
Deisel-Wemmer Co., The, Lima, O.
Demuth & Co., William
Dunn & Co., T. J., New York
Duys & Co., H.

E
Eisenlohr, Otto, & Bro.
Ellinger & Co., Ernest

F
Fries & Brother, New York
"44" Cigar Co.
Freeman, Sidney J.

G
Gato Cigar Co., E. H.
Gatla Sumatra Co.
Guerra, A., Diaz & Co., Tampa, Fla.

H
Hamilton Corporation, The
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Heffener & Son, H. Wm., York, Pa.
Herland & Co., John F., Lancaster, Pa.
Helme Co., George W., New York
Henry's Cigar Co.
Heywood, Strasser & Voigt Litho. Co. of New York
Hipple Bros. & Co., Philadelphia

J
Jeitles & Blumenthal, Ltd., Philadelphia

K
Kaffenburgh & Sons, L., Boston, Mass.
Keystone Cigar Box Co.
Keystone Variety Works, Hanover, Pa.
Kocher, S. K., Wrightsville, Pa.
Kranssman, E. A., New York
Kransky, I. B.

L
Landau, Charles, New York
Lane, Robert E., New York
Leaman, J. K., Lancaster, Pa.
Lewis, I., Cigar Manufacturing Co.
Liggett & Myers Tobacco Co.
Loeb-Nunez Tobacco Co.
Loewenthal & Sons, S.

Lopez, Manuel
Lopez & Co., M.
Lorillard Co., P.
Lovera, Jose
Lozano, F., Son & Co.

M
Manila Advertising Agency
Marquessee, Julius
Melachrino & Co., M.
Mendelsohn, Borneman & Co., New York
Merriam Segars, Inc.
Michaelson & Prasse, Havana
Mi Favorita Cigar Co., Inc.
Moehle Lithographic Co., The, Brooklyn
Morris & Company, Philip

N
Neuberger, Heinrich, Havana
Nicholas & Co., G. S., New York
Nissly & Sons, E. L., Florin, Pa.
Nissly & Co., John F., Lancaster, Pa.

P
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Partagas, Havana, Cuba
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Patterson Bros. Tobacco Co.
Pendas & Alvarez
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Philippine Tobacco Co.
Por Larranaga
Portuondo Cigar Mfg. Co., Juan F.

R
Racine Paper Goods Co., Racine, Wis.
Ranck, Milton H., Lancaster, Pa.
Regensburg & Son, E., New York
Rocha, Jose F.
Rodriguez, Salvador
Rodriguez, Arguelles & Co.
Roig & Langsdorf, Antonio
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S
Sanchez y Haya, Tampa, Fla.
San Martin & Leon
Schlegel, Geo., New York
Sellers, Monroe D., Sellersville, Pa.
Shirp Mfg. Co., H. H., Philadelphia
Shields-Wertheim Co., Cleveland, O.
Smith, Garrett H.
Steiner, Sons & Co., Wm., New York
Stern, Maximilian
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T
Taylor, Wm. F.

U
United American Cigar Co.
United Cigar Manufacturers Co.
United Map Co.
U. S. Playing Card Company
United States Tobacco Co., Richmond, Va.
Upmann, H., Havana
Universal Tobacco Machine Co.

W
Warner Ribbon Co., Wm., New York
Weymann-Bruton Co.

Y
York Furniture Co., The, York, Pa.

INTENTIONAL SECOND EXPOSURE

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf o Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

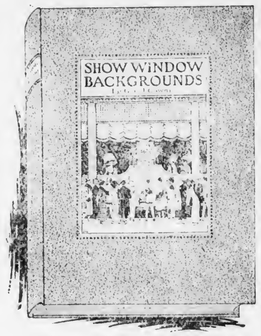
THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

50 Union Square
New York

J. Peterson
PRESIDENT

A New Window Trimming Book



¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World

236 Chestnut Street Philadelphia

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are hand-made and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

THE NEW HOME OF Bold Cigars

Daylight and airy, equipped with every modern device for the comfort and safety of our employees, situated on the southwest corner

Fifth and St. James Streets

in the heart of Philadelphia, a stones throw from America's most beloved building, Independence Hall. In this magnificent building, BOLD has found a permanent home. In keeping with the quality of BOLD it has been called

The Cigar Factory "Above All"

A cordial welcome awaits you when in Philadelphia. pay us a visit.

BOBROW BROS., Philadelphia

THE TOBACCO WORLD

FEBRUARY 1st 1917

Leading Features

Delegation from T. M. A. Presents Commissioner W. H. Osborn with Resolutions

Bills in Many Legislatures Indicate Anti-Tobacco Campaign Is On

Unique Dinner Given to Salesmen of M. A. Gunst & Company

The Cigarette Industry in Hong-Kong

English Cigar Manufacturers Disturbed by Leaf Conditions in Great Britain

Cigar Production Gains Ninety Millions in December Last

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXVII No. 3

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

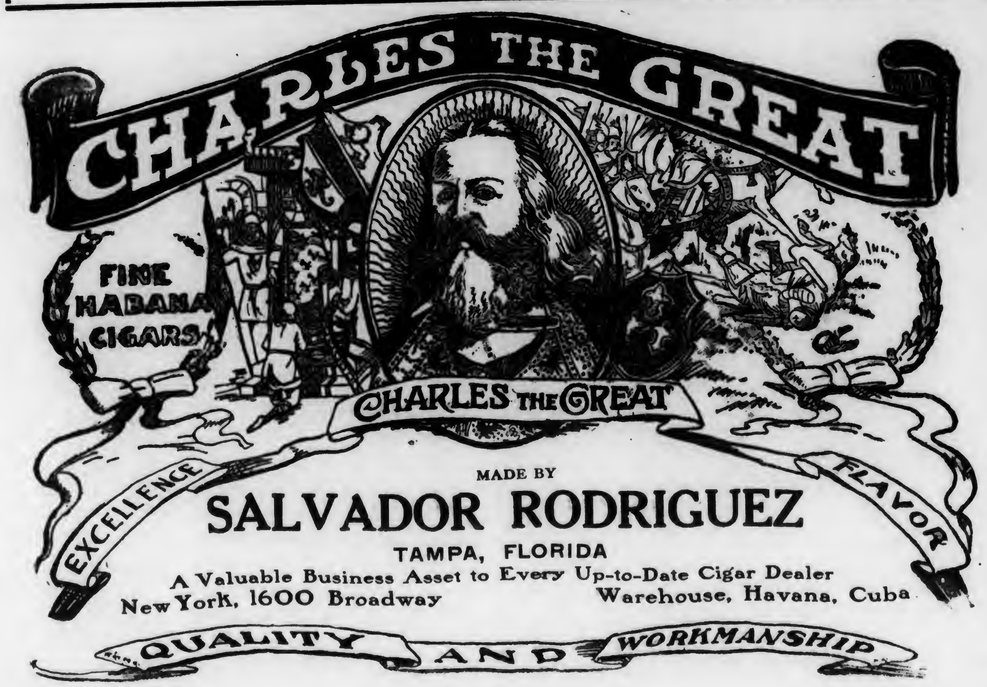
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

By Special Appointment To the Late King Edward VII

Philip Morris

The World's Oldest Highgrade Turkish Cigarettes Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Londres Grandes

The Juan P. Portuondo CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers
PEDRO CASTRO & CO., Tampa, Fla.
New York Distributers
LOUIS G. SMITH & CO., 52 Beaver Street

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

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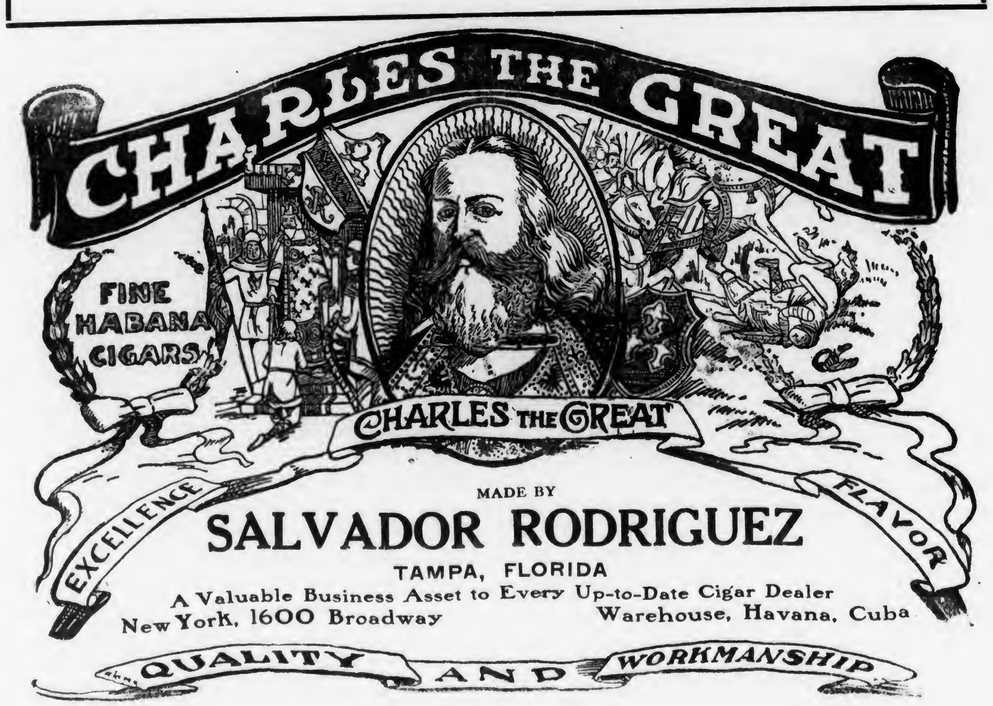

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San Felice CIGARS

The Deisel-Wemmer Company

LIMA, O.

INTENTIONAL SECOND EXPOSURE

EISENLOHR'S

Cinco

CIGARS

reduce selling cost~ because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS., INCORPORATED PHILADELPHIA.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street · New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

P. LORILLARD CO. 1760 ESTABLISHED

STAG

EVER-LASTING-LY GOOD

We've put over some big things in 156 years of leadership.

STAG is the biggest thing we ever put out in the tobacco line.

—Biggest in goodness!

—Biggest in quality!

—Biggest in value!

It pays to recommend STAG!

STAG BACKS YOU UP!

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

LIVE DISTRIBUTORS WANTED

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE FACTORY WAREHOUSE

222 PEARL STREET NEW YORK — TAMPA FLORIDA — LEALTAD 129 HAVANA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

"ASK DAD, HE KNOWS"

To the Tobacco Dealers of the World:

AS ADVERTISING agents we have the same work to do as you—we, like yourself, are on the job to sell more goods. We talk **Sweet Caporal** Cigarettes by means of street car cards, outdoor signs, newspapers and magazines, to get customers into your stores; when they come in you talk to them by word of mouth.

It has always seemed to us that if we recalled to you the interesting, convincing, sales-making story back of **"Sweet Caps"** our advertising would be more successful than ever. Here it is:

Kinney Brothers, the makers of **Sweet Caporal** Cigarettes, in 1868 founded what is now one of our most gigantic industries.

Sweet Caporal is the first cigarette ever placed on the market.

"Sweet Caps" is the purest form in which tobacco can be smoked. After exhaustive tests, this is the wonderful tribute paid to **"Sweet Caps"** by the London Lancet, the foremost medical journal of England.

"Sweet Caps" is the best known cigarette in the world for its purity, mildness and flavor. So pure, mild and flavorful are **"Sweet Caps"** that nearly every man who started smoking did so by buying **"Sweet Caps."**

Without the force of advertising more **Sweet Caporal** Cigarettes have been sold than any other brand.

Every single year since their introduction in 1870, sales of **"Sweet Caps"** have increased over the year previous.

"Sweet Caps" can be bought by Americans in Europe, Asia, Africa and South America almost as easily as they can be bought in the United States. **"Sweet Caps"** are the only cigarettes enjoying such world-wide popularity.

In less than a year after the smashing **Sweet Caporal** advertising campaign had started, sales increased over 299,000,000--this is the increase alone.

"Ask Dad, he knows" with the sales-making ideas of purity, mildness and reminiscence back of it, is considered one of the most successful advertising ideas ever created.

Sweet Caporal advertising continues to pound away, more forceful, more convincing than ever. Our next message will tell you all about it.

HANFF-METZGER, INCORPORATED.

Some folks can't find any comfort in the flight of time, an' yet—nothin' else makes friends so close, shoes so comfortable, or tobacco so mellow.

Velvet Joe.

THAT VELVET which you smoke today left the fields of Old Kentucky two years and more ago.

Two years it mellowed in wooden hogsheads, becoming richer, smoother, milder. This is Nature's method of making good tobacco better. It is an expensive method, but we believe you will agree with us that the result justifies the cost.

We should be very glad to have you try Velvet today.

Liggett & Myers Tobacco Co.

10c Tins
5c Metal-lined Bags
One Pound Glass Humidors
With New Ash Tray Top

One of the advertisements that helped make 1916 the biggest year Velvet Smoking Tobacco ever had

LIPSCHUTZ'S
44
CIGARS

"44 Cigar Co." Philadelphia

Remarkable Leaders
among
CLEAR HAVANA BRANDS

These are cigars Made—In—Bond and smoked from Coast—to—Coast, enjoying an enviable reputation among dealers for "Repeat" calls.

You should stock at least one of these brands:

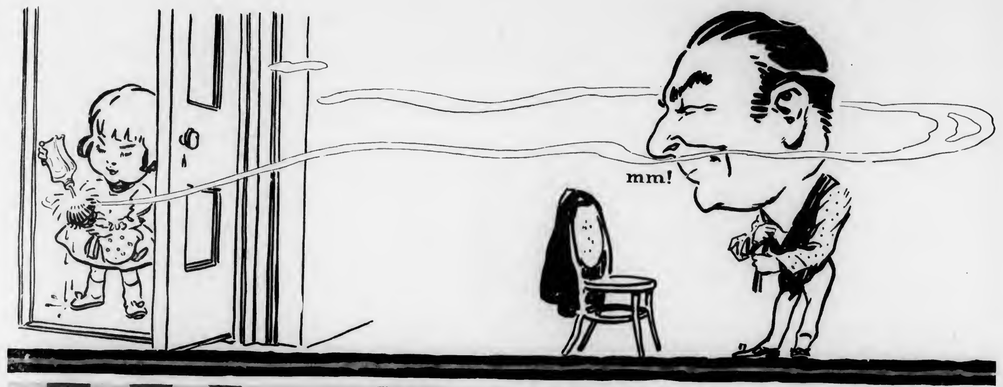
"El Briche"
"Hoyo de Cuba"
"Flor de San Martin & Leon"

Jobbers and Dealers have not been slow to appreciate the value of Clear Havana brands that duplicate, as is testified by the steadily increasing sales.

San Martin & Leon cigars are favorites with the consumer. Do not lose trade and profits by failing to have these goods in stock.

San Martin & Leon
Tampa, Florida

Member, Tobacco Merchants' Association



HOW do you know wee Jennie's at Mother's Perfume?

"Your Nose Knows"

By the lavish *fragrance* that permeates the house. It makes you smile. How natural that love of fragrance—how irresistible the fragrant things. It's the *pure fragrance* of a thoroughly good tobacco that attracts you to it—that wins you—for *pure fragrance* is the surest guarantee of satisfaction. "Your nose knows."

Pure fragrance is the soul of

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

Made of the most fragant leaves of the tobacco plant—the tender Burley leaves, ripened in the Blue Grass sunshine of old Kentucky, mellowed and carefully blended—Tuxedo has a fragrance all its own. "Your nose knows."

Try This Test: Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by
The American Tobacco Co.

5 cent BAGS
10 cent TINS
HALF and FULL POUND GLASS HUMIDORS

One of the Current TUXEDO magazine advertisements

The Three Essentials of Successful Card Parties
Paine's Trays—For all duplicate games. Easy to insert and remove cards. Cards cannot be displaced no matter how carelessly handled. Unusually strong, durable and attractive. Packed in handsome seal pattern cases, nickel-trimmed. The favorite of leading clubs and players. If your dealer cannot supply you, write us. Circular and price-list free.
The Official Rules of Card Games—New edition revised to date. All the latest rules. Written by recognized authorities. 300 games. 259 pages. Settles every disputed point. Tells you how to play every game from Cassino to Whist including games for the young folks, foreign games, round table games, progressive party games, club games. Bound for service. Sent postpaid for 15 cents in stamps.
CONGRESS PLAYING CARDS
A delight to the eye and the hand. Exquisite backs in full color and gold, reproducing master paintings. Gold edges like a volume de luxe. Never lose their snappy strength of material. Flexible but not flimsy. Especially distinguished by their Air-Cushion Finish which defies all moist atmospheres. Prevents gumming and sticking. Makes misdeals practically impossible. Does not take up perspiration from the hands. Congress Cards are made in two sizes—Regular, liked best by men; French, the new small dainty card that fits milady's hand. Moderately priced. Many different backs for your selection. Ask your dealer. Sample cards and circular free.
Send today for any of the free matter offered above and by all means, get your copy of the new Official Rule Book (15c).
THE U. S. PLAYING CARD COMPANY
Dept. 000
Toronto, Canada
It's a pleasure to deal
when the cards can be gathered together easily, shuffled without flying out of the hands, counted readily without sticking and distributed without stretching the arms and without having the cards slip off the table onto the floor.
BICYCLE PLAYING CARDS
are famous for their dealing qualities. The most awkward player never has to ask someone else to deal Bicycle Cards for him. Expert players deal round after round, evening after evening, without a single misdeal. Yet they sell at a popular price thanks to a world-wide demand which reduces manufacturing cost to the minimum. Clubindexes. Ivory or Air-cushion finish.
Congress Cards—The de luxe brand for social play. Art backs of famous paintings in full color. Gold Edges. Air-cushion finish.
"The Official Rules of Card Games," a book of 300 games, settles every disputed point. Teaches you all the new games. 250 pages—substantially bound. New edition. Send 15c in stamps and you will receive it postpaid.
Address The U. S. Playing Card Co.
Dept. ——, Cincinnati, U. S. A. or Toronto, Can

¶ Make your store the recognized headquarters for playing card supplies—

It will pay you in two ways: You will sell more goods of this kind. You will attract to your store practically everybody whom you would like to have as a customer.

You can give your store this reputation by carrying the cards and the supplies that people want. They want the brands that are famous for their superiority the world over and that they know by name through continual advertising. These products are—

BICYCLE PLAYING CARDS

Everybody knows them. They require no time-taking introduction from you. To sell in your town most of the playing cards used by men, you simply must have Bicycles.

CONGRESS PLAYING CARDS

Every woman wants them for social play. Their art backs sell themselves. To secure the patronage of card clubs and of individuals who want the best of everything, you need the latest designs in Congress.

PAINE'S TRAYS

Every player prefers them for duplicate games. Known everywhere as the most practical and most attractive tray on the market. Stock them and you will sell them.

OFFICIAL RULE BOOK

The modern Hoyle that every player and every club likes to have for ready reference. The new edition is in immense demand. You should sell it in your town.

All of these essentials to the successful handling of playing cards are being advertised in the leading magazines this month (February) with announcements like the reproductions to the left but much larger. This publicity will be of immediate help to dealers who have the goods on hand. Order at once through your jobber.

New Catalog Price-List Free

Will show you how to increase your playing card business. Every dealer who sells or wants to sell playing cards should have a copy. Send your name and jobber's name today to

THE U. S. PLAYING CARD CO.

Cincinnati, U. S. A. **Toronto, Canada**

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

ADVANCE PRICE REVISION NOTICE

Universal Tobacco Stripping and Booking Machine

EFFECTIVE MARCH 1, 1917

THE increased cost of material and labor necessitates a price revision on the Universal Tobacco Stripping and Booking Machine. The prices now in force will be maintained up to February 28th, 1917, inclusive.

On March 1st, 1917, our present selling price will be subjected to an increase. Those ordering prior to March 1st, 1917, for delivery before January 1st, 1918, will secure machines as near to specified date as our manufacturing conditions will permit.

A Demonstration Involves No Obligation

Let us give you a demonstration with the Universal Tobacco Machine in your own factory, with your own tobacco and under your own supervision.

The Machine That Sells Itself

UNIVERSAL TOBACCO MACHINE CO.
79 Fifth Avenue, New York City
Factory: 57 Lafayette Street, Newark, N. J.

Cut Out and Send to Us

Universal Tobacco Machine Co., 79 Fifth Avenue, New York

Without obligation to purchase, please give me demonstration of The Universal Tobacco Stripping and Booking Machine.

Name .....

Address .....

Electric Light Current Specification, state whether direct or alternating current, voltage and cycles .....

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

The Original and Genuine
Central Union
Smoking Tobacco in a New Cut
Packed in a Pocket-proof Package
1½ ounces—5 cents
United States Tobacco Co.
RICHMOND, VA.

The Real Independent Factory in Havana
"PARTAGAS"
The World's Standard Cigar
FLOR DE TABACOS DE PARTAGAS Y CIA HABANA
CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE
General Representative for United States and Canada
115 Broadway New York

Going big—bigger—biggest! Not simply here and there but everywhere. What? FRAT.
10c quality—10c quantity—retails in the Patterson duo-paper package at
5c
Would cost double in tins.
Most jobbers are supplied.
Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

"LA MEGA" MADE IN BOND
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes
M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe
GRAND DEPOTS OF M. Melachrino & Co., Inc. London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grouse Bickerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION
214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD
Vol. XXXVII. PHILADELPHIA AND NEW YORK, FEBUARY 1, 1917. No. 3.

BAYUK BROTHERS NOTIFY TRADE OF FURTHER ADVANCE ON BRANDS

Continued Increase of Manufacturing Costs Makes Additional Raise Imperative—"Havana Ribbon," "Philadelphia Handmade," and "B. B. Blunt" Raised $1.50 a Thousand—Effective February 1st

AS has been predicted by "The Tobacco World" and other trade papers, cigar manufacturers who made small increases in the price of their goods the latter part of September, 1916, are now finding that such increase was not sufficient.

Proof of this is found in a letter which has just been issued by Bayuk Brothers, notifying the trade that, effective February 1st, prices on "Havana Ribbon," "Philadelphia Handmade" and "B. B. Blunt" will be increased $1.50 a thousand, bringing the price to $36.50 net.

These manufacturers state that the continued increase in manufacturing costs makes this raise imperative. In their letter they call particular attention to the fact that the increase is based on what has already happened, and not in anticipation of what may happen.

As a result of these conditions this firm announces the withdrawal from the market of the "Don Juan" invincibles.

The letter to the trade is as follows:

January 31, 1917.

To the Trade:

An immediate readjustment of the list price on our various brands is imperative, as a result of the continued increases in our manufacturing cost. Effective February 1st, the following prices will prevail:

"Havana Ribbon," "Philadelphia Handmade," "B. B. Blunt"

In quantities of 450 or less, $36.50 net.

In quantities of 500 or more, $36.50 less two per cent.

"Don Juan Invincibles"

This cigar which has heretofore wholesaled at $37.50, we have decided to withdraw from the market, inasmuch as the increased cost of producing would make it necessary for us to ask a price which we believe prohibitive from the retailer's standpoint.

We wish to again make clear our position that the increased price, as above outlined, is based entirely upon what has already happened in the way of increased cost, and not upon what is likely to happen in the future.

Trusting to have a continuance of your valued patronage, we are,

Respectfully yours.
Bayuk Brothers Company.

Union-American Cigar Company Declares Dividend

The Union-American Cigar Company has declared the regular quarterly dividend on preferred stock of one and three-quarter per cent. (1¾%), and has also declared the quarterly dividend of one and three-quarter per cent. (1¾%) on preferred stock, which was passed August 18, 1916. Both are payable February 15th, to stockholders of record January 27, 1917.

The loss on the fire in the cigar factory of R. L. Sloper & Company, Westfield, Mass., has been adjusted for $1700; $100 on the building and $1600 on the contents.

TOBACCO CONCERNS EARNING MORE THAN $5000 A YEAR TO BE TAXED

Excess Profits Tax Will Cause Tobacco Trade to Disburse —Growers Are Exempt—No Direct Tax Named for Tobacco or Liquor—Escape Improbable If Additional Funds Are Needed

TOBACCO men looking over the text of the new revenue bill, breathed a cautious sigh when they found that the industry had escaped a direct tax on production. However, the excess profits clause will tax all tobacco concerns earning more than $5000 annually.

The bill provides for a tax of eight per cent on the excess profits over eight per cent. net of corporations and copartnerships having a net annual income of $5000 or over, to raise approximately $214,000,000; an increase in the Federal Inheritance Law tax rates to raise $22,000,000; a bond issue of $289,000,000 to take care of the Mexican border military operation and certain Government expenditures that are considered as providing for permanent improvements and an increase from $200,000,000 to $300,000,000 in the amount of short term certificates of indebtedness that may be issued by the Treasury Department, with a view to tiding the treasury over the latter part of the fiscal year pending the collection of the income tax.

The new tax will be added to other taxes already paid by concerns in the tobacco trade, whether they be manufacturing, wholesale, jobbing, retail, exporting or importing, including the income and corporation taxes, the regular internal revenue taxes, the socalled special war taxes, corporate stock tax authorized at the last session of Congress, and the tariff duties on imported tobacco, cigars, etc., whichever may apply properly under the law; not to mention the various State and local licenses required of the tobacco trade.

It is presumed that the excess profits tax is not to apply to either the tobacco growers as individuals nor the large corporations engaged in the raising of tobacco, as the tax does not apply to agriculture.

1,044,885,108 Pounds of Leaf Held in United States

Washington, January 29, 1917.

Leaf tobacco held by manufacturers and dealers, January 1st, aggregated 1,044,885,108 pounds, compared with 1,033,019,715 pounds October 1st, the Census Bureau today announced. Chewing, smoking, snuff and export types totalled 758,378,835 pounds, compared with 704,452,507 pounds October 1st; cigar types, 231,737,847 pounds, compared with 270,275,847, and imported types, 54,768,526 pounds, compared with 58,290,911.

Massachusetts Jobbers Plan Credit Association

At the January meeting of the Tobacco Trades Association of Massachusetts steps were taken toward establishing a credit union on the order of those conducted in other lines of business. The Boston Association also hopes to soon affiliate with all the jobbers of New England. Retailers in Boston at one time had an association, but it has not been active for quite a while. There are many who express a willingness to revive the work in behalf of the retailers' interests.

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ESTABLISHED 1881

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TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES.

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RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

It has been predicted times without number that when the reform fanatics have put liquor on the mat for the count, the tobacco industry would be due for a similar fight to the finish. Very naturally it has looked as if reformers were going to tackle a very large job when they did. But then the fight for prohibition has been a man's size proposition, and inasmuch as 48,000,000 or about 40 per cent. of our population will be living in dry territory by 1918, we would not say that the campaign has failed utterly.

Menacing Legislation

The flock of bills that are springing up in the State legislatures throughout the country aimed at the tobacco industry might be worth serious attention. After the reformers regulate, by law, where and in what forms tobacco may be used, if at all, they will probably insist upon Congress passing a law limiting the length to which wings may be allowed to grow, and the style and finish of halos.

Leach & Company Featuring "Americus" Brand

Leach & Company, at Tenth and Chestnut Streets, are featuring the "Americus" brand, made by Francisco Torres & Company. An attractive window display has been arranged on this brand. The cigar has made a good impression with smokers, and the business is showing a healthy increase. "Sanchez y Haya" cigars are securing a good distribution, and the sales on this fine old brand have been most encouraging.

Two large brilliant signs have been hung in place outside the store. They feature the "Americus" and "Sanchez y Haya" brands respectively.

The company's store at 111 South Broad Street is featuring "Demuth" pipes, and "Eutopia" and "Jefferson" smoking mixtures. Combination offers, which include pipes, are being made at present on these brands.

Garrett H. Smith a Visitor

Garrett H. Smith, representative of the Compania Litografica de la Habana, and inventor of the gumless cigar band, was in town on Wednesday, calling on the trade. He has since left for Baltimore.

Mr. Smith states that business is good and that manufacturers who have begun using the gumless band are continually sending repeat orders.

As soon as he returns to New York, Mr. Smith expects to prepare for a trip to Cuba, where he will visit the head offices and factory of the Compania Litografica de la Habana.

Cigarettes Gain 40 Per Cent. in 1916

Consumption of cigarettes in 1916 reached the highest mark ever recorded. The tremendous increase—more than 40 per cent. over 1915—is attributed to two main causes, increased prosperity of the country and growth of the cigarette habit among women. Many millions of cigarettes made for feminine users were produced in this country and imported during the past year, whereas a few years ago production and importation of such cigarettes were negligible by comparison.

The number of paper-wrapper cigarettes upon which the Government levied a tax during the year, reached the grand total of 25,232,960,928, as compared with 17,939,234,208 in 1915. These figures cover only manufactured paper-wrapper cigarettes, and do not include tobacco used by smokers. These figures cover only manufactured paper-wrapper cigarettes, and do not include tobacco used by smokers who roll their own cigarettes.

Anti-Cigarette Bill Planned for Michigan

Representative Hulse, of the Michigan Legislature, has informed the house leaders that he will introduce his anti-cigarette bill at the next session. Hulse introduced a similar bill two years ago, and it passed the house by a good margin. It was pigeon-holed, however, in the senate, because the upper house has already passed the Morford anti-cigarette bill, excluding the use by or sale to minors.

Hershey F. Sherick and John F. Sherick, individually and as copartners, trading as Our Principal Cigar Company of Lancaster, Pa., have been adjudged voluntary bankrupts. Firm liabilities are given as $6004.18. There are no assets.

"Mozart" Girl Brings New Trade to the Brand

MISS ETHEL MORRIS CROWELL, better known as the "Mozart" girl, of the publicity department of E. M. Schwarz & Company, is at present introducing the cigar to smokers in the business section of the city. Her methods and personality, together with the high quality of the "Mozart" cigar, are said to be bringing most satisfactory results. Her mission in life at present is to create box trade on the "Mozart" brand, and in this work she is co-operating with the M. J. Dalton Company, the local distributors.

The distributors are highly pleased with the wide distribution which they are securing on the "Mozart." It is to be found in all the leading hotels, clubs and cafes of the city and with dealers catering to high-class trade. The M. J. Dalton Company states that the number of repeat orders coming in is highly gratifying.

Yahn & McDonnell to Open Sansom Street Store

About February 10th, Yahn & McDonnell will open their newly acquired jobbing headquarters, at 1311-1313 Sansom Street, with Howard Farrand in charge of the salesmen, and E. Smith in charge of the floor. These headquarters will be equipped with the most modern methods of keeping cigars and tobacco in good condition. The humidor will have a capacity of half a million cigars.

The "La Sultana" brand, which goes to the trade at thirty-five dollars, will be featured as a leader in that class, while the "Optimo," which is carried in twenty sizes, will head the shadegrown brands.

Doing Well With "Old King Cole"

Business on the "Old King Cole" cigar, distributed in local territory by Yahn & McDonnell, is about double what it was last year in this city, Pittsburgh, Rochester, Buffalo and Cleveland, according to John Moriarty, who travels that territory for the manufacturers, the Old King Cole Cigar and Tobacco Company, of New York. Mr. Moriarty has been working the local trade with excellent results.

Philadelphia Dailies Raised to Two Cents

Philadelphia newspapers that have been selling at a cent a copy for years, on January 29th increased their price to two cents a copy. The papers involved in the change are the "Inquirer," "North American," "Record," "Press," "Bulletin," "Telegraph" and "Evening Ledger." The "Public Ledger" has been selling at two cents ever since it came under Curtis management. The subject of the increase has been discussed by all of the papers editorially, and it is pointed out that even at two cents the paper will be sold at a loss.

Philadelphia Notes

W. H. Dohan, of the El Draco Cigar Manufacturing Company, is confined at his home, due to illness.

Duncan & Moorhead, 722 Chestnut Street, have an attractive display on the "El Roi-Tan" brand.

The "Lord" cigar, manufactured by Henry's Cigar Company, is showing a steady increase in local accounts.

Albert Terry, formerly of Terry & Duncan, is now located with the Peermont Cigar Company, at 1105 Market Street.

Bids are being asked for the erection of an addition and alterations to the Emze Cigar factory at 2115 South Eighth Street.

J. M. Landfield, of Mendel & Company, New York, has been calling on the trade in the interest of the "Flor de Mendel."

W. P. Bushell, representative of the Jose Lovera Company in this territory, states that business on the "Jose Lovera" is highly satisfactory.

John L. Kolb, president of Theobald & Oppenheimer, has returned to this city, following a trip to Havana, where he made some large purchases of leaf.

Mr. Haltman, the well-known salesman for the Emze Cigar Company, left on Monday for a short trip through Baltimore and Washington in the interest of the "El Vendura" brand.

George Frings, of Frings Brothers Company, the well-known jobbers, was a visitor in New York last week.

Warner Searle, of the Juan F. Portuondo Cigar Manufacturing Company, left town on Monday for a trip through the cities of Pennsylvania. His January trip through New York State was highly successful.

Jose Garcia, of Perfecto Garcia & Brother, was a recent visitor. He states that the firm has secured a quantity of Cuban tobacco of excellent quality, sufficient for the demands of the current year.

IRREGULAR PAGINATION

HOUSE PASSES ANTI-CIGARETTE BILL

Oklahoma Representatives Pass McCollister Bill Without Amendment—Vote Stood 79 to 21

PROBABLY one of the most radical bills that has ever passed the House of Representatives of the Oklahoma State Legislature is the McCollister Anti-Cigarette bill, which prohibits the smoking, selling or giving away of cigarettes or cigarette papers in the State of Oklahoma. The vote was 79 to 21. It has gone to the Senate for consideration. If the bill becomes a law, it will make a felon of the man who smokes a cigarette.

Think of the unfortunate stranger arriving in some Oklahoma city and calmly lighting a cigarettes as he steps from the train. An alert policeman arrests him, snaps on the handcuffs and puts in a call for the "Black Maria." On the arrival of the patrol he is hurried to the city hall, his record and crime entered on the "book," and then he is rushed away to be photographed for the Rogues' Gallery. After that he is introduced to the Bertillion system, his finger prints taken, and then he is allowed to reflect on the enormity of his crime in the quiet of a cell.

It harks back to the old days in England when your head might be the price of a good smoke.

The editor of the Muskogee (Oklahoma) "Phoenix" feels strongly about the passing of the bill, as may be observed by a perusal of his recent editorial which is reprinted herewith:

"Our Asinine Legislature."

"We fear that when we congratulated the Oklahoma legislature on its good sense after it had, by an overwhelming vote, refused to endorse Senator Owen's resolution nullifying the power of the supreme court, we acted too hastily.

"Developments which have followed fast since the vote on the Owen resolution was recorded have proved that there are at least many men in the legislature who are not only lacking in good sense but who are displaying the most pronounced asinine tendencies.

"A bill to make the man who smokes **a cigarette a felon** has already passed the house and is now ready for the senate.

"There have also been introduced bills that would prohibit the sale or purchase of soft malt drinks such as Bevo and Pablo.

"There is pending a bill that would make the drinking of coco-cola a crime and another that would prohibit the drinking of cider.

"Oklahoma has suffered more, perhaps, than any other state in the union from silly laws introduced by asinine legislators. And the present legislature bids fair to offend in this respect more than any of its predecessors.

"Is there any wonder that the folks back east laugh at the mention of the name of Oklahoma? It was just the other day that the editor received a letter from a man in New York State. 'I notice', he wrote, 'that you have had a cyclone in your state. Why doesn't your legislature prohibit cyclones by law?' And that letter was written before the deluge of asinine legislation began!

"Such laws as have been introduced are not designed to promote the general good of our state. Primarily they are intended to ram down the throats of all of us the religious, moral and political beliefs of the few.

"Cigarette smoking is bad for the morals and health of the people, these men say. They are not willing that the cigarette be kept from the boy who is under age as it is under the law today, but they would say to all men, no matter what their years or wisdom, 'We do not like it and thou shalt not.'

"If we are to have such legislation; if the legislature is to be the censor of our pleasures and our religions, let us go all the way.

"Let us have a law prohibiting the use of tobacco in all forms. Tobacco contains nicotine, and nicotine, some say, is bad for the physical being.

"Let us have a law prohibiting the drinking of coffee and make the man who drinks it a criminal. Coffee contains caffeine and caffeine, some say, is bad. If coco-cola must go, so must coffee.

"Let us have a law prohibiting the use of playing cards and let us, that the law may be effective, make the man or woman who plays, a felon. Cards, some say, corrupt our morals.

"Let us have a law prohibiting the wearing of tight-fitting corsets. They injure the health of our women, some will tell you. Perhaps we will need inspectors to find if the law is violated but what of that—it means just so many more pleasurable political jobs.

"Let us have a law prohibiting low-neck gowns and short length dresses. They corrupt the morals of our boys.

"Let us have a law prohibiting the drama. Many people believe it sinful.

"Let us have a law prohibiting the use of tea. It looks like whiskey, and whiskey is often sold under its disguise. Surely no other objections can be raised against the non-intoxicating malt drinks other than they 'look like beer.'

"And then let us have moral censors appointed, who shall walk among us telling us what we can and can not do. Let us do it up brown while we are about it.

"And let us give thanks that we have such a learned aggregation in the legislature to save us from moral decay."

Kansas Bill Would Stop Smoking in Public

A drastic anti-tobacco bill has recently been introduced in the House of the Kansas State Legislature by Representative Jewell, which will prevent smoking in public places. The bill provides a fine of from $10 to $25 and, if passed, will prevent smoking even on the streets.

The bill provides a penalty of $10 to $25 for smoking in a public building, in the street, aboard trains, street cars, automobiles or aeroplanes, or in any rooms where there are children. Under the bill, a man cannot smoke in his own home if he has a child.

Anti-Cigarette Bill in Oklahoma

A bill prohibiting the sale of cigarettes in the State of Oklahoma introduced by Representative J. O. McCollister has been passed by the House of Representatives, and is now pending in the Senate of that state.

The Tobacco Merchants' Association has addressed a circular to the entire tobacco trade in the State of Oklahoma, urging them to put up a united opposition to the bill.

The circular reads in part as follows:

"It is needless to say that such legislation is an interference with personal liberty and an unjust attack upon one of the biggest industries in this country.

"We believe that the Oklahoma tobacco people should protest against the passage of such measure in the most vigorous fashion and we would respectfully suggest that the tobacco trade in Oklahoma start at once a united movement to defeat the bill in the Senate. A letter addressed to every one of your legislators protesting against such legislation will undoubtedly bring forth the desired results.

"May we not ask you to kindly give the matter immediate attention, and advise us as to your action in the matter."

Resolutions Presented to Commissioner William H. Osborn

At a meeting of the Executive Committee of the

TOBACCO MERCHANTS ASSOCIATION OF THE UNITED STATES

held on December 13, 1916, the following resolutions were unanimously adopted:

The Executive Committee of the Tobacco Merchants Association of the United States having viewed with a great deal of satisfaction the recent annual report of the

Honorable William H. Osborn

Commissioner of the Internal Revenue Department,

with its abundant manifestations of his supreme efficiency and his tireless zeal, as well as the genuine and practical economy in his administration of the affairs of the Department, and realizing that the tobacco industry, contributing, as it does, over $100,000,000 per year to the revenue of the Government is vitally interested in the administration of the Internal Revenue Department and owes the Honorable William H. Osborn, Commissioner of the Internal Revenue Department, a debt of immeasurable gratitude for his splendid, efficient and economical administration of the Department:

Now, therefore, be it

Resolved, That the Tobacco Merchants Association of the United States, through its Executive Committee, heartily commends the Honorable William H. Osborn, Commissioner of the Internal Revenue Department for his efficient and economical administration of the affairs of his department and especially for his pains-taking, laborious, effective and successful efforts to uncover, prosecute and stamp out fraudulent practices and dishonest evasions in the payment of internal revenue taxes; and be it further

Resolved, That the Tobacco Merchants Association of the United States heartily congratulates the Honorable William H. Osborn, Commissioner of the Internal Revenue Department and his efficient assistants upon the great work they have thus accomplished in the interests of honest tax payers and, to the end that their endeavors in the future may be still more efficacious, this Association hereby tenders its heartiest co-operation and good offices in advancing said work, and be it further

Resolved, That these resolutions be presented in suitable form to the Honorable William H. Osborn, Commissioner of the Internal Revenue Department, and that copies thereof be forwarded to the President of the United States and to the Honorable the Secretary of the Treasury, and that they be spread in full upon the minutes of the Association.

Jacob Wertheim, President

Chas. Dushkind, Secretary

Above is a fac-simile of the set of engrossed resolutions presented to Commissioner of the Internal Revenue Department William H. Osborn at 11.30 A. M., Tuesday, January 30th, in the Internal Revenue Department at Washington, D. C., by a delegation from the Tobacco Merchants' Association. The Committee consisted of William T. Reed, President of Larus & Brother Company, Richmond, Va., Chairman; Henry Kraus, President of Kraus & Company, Baltimore, Md.; Samuel Wertheimer, Wertheimer Brothers, Baltimore, Md.; Charles Dushkind, Secretary Tobacco Merchants' Association.

Anti-Cigarette Law Proposed for West Virginia

A bill has recently been introduced into the West Virginia State House of Delegates to make cigarette smoking in the State a criminal offense, and the possession of cigarettes a misdemeanor. The bill prohibits any person to sell or give away cigarettes, cigarette papers or tobacco used in the making of cigarettes.

Anti-Cigarette Law for Washington State

Nathan Eckstein, president of Schwabacher Brothers & Company, widely known Seattle cigar dealers, in his address before the convention of the Western Association of Retail Cigar Dealers, stated that he believed that the Washington State Legislature is to be asked to pass an anti-cigarette law, and a Sunday closing law which would cover cigar and tobacco stores. Mr. Eckstein went on record as believing that a Sunday closing law would make the cities too "dead."

It is believed that the cigar and tobacco men will fight such legislation if it is proposed.

Cigar Production Gains More Than 90,000,000 in December

The following comparative data of tax-paid products as indicated by monthly sales of various stamps and receipts from certain sources of revenue is obtained from the Statement of Internal Revenue Collections for the month of December last.

Products	December, 1915	December, 1916
Cigars (large)	585,789,330	679,699,637
Cigars (small)	66,041,107	67,489,200
Cigarettes (large)	2,019,139	2,853,050
Cigarettes (small)	1,441,935,352	1,968,728,760
Snuff, manufactured (pounds)	2,541,612	3,167,769
Tobacco, chewing and smoking (pounds)	30,918,305	33,082,853
Playing cards (packs)	3,886,512	3,819,365

Note: Porto Rican imports for December, 1916, included in above statement were as follows: 23,164,910 large cigars, 120,000 large cigarettes and 631,000 small cigarettes.

Philippine imports for November, 1916 (not included in above statement), were as follows: 12,845,590 large cigars, 577,024 small cigarettes and 4 pounds manufactured tobacco.

Purchases Half Interest in Sedalia Cigar Store

Charles J. McEniry, proprietor of the Smoke House tobacco store and pocket billiard establishment on South Ohio Avenue, Sedalia, Mo., has sold a half interest in that prosperous business to D. F. Arnett, a well-known Sedalian, who will be at that place from this time on.

The Smoke House is to be fitted up in elegant style immediately, and this week seven new white steel pocket billiard tables are to be installed, which will make it one of the finest places of its kind in Central Missouri.

Wood F. Axton Declines Nomination for Mayor

Wood F. Axton, president of the Axton-Fisher Tobacco Company, of Louisville, Ky., has definitely refused to enter the race for the nomination for mayor. His refusal followed the presentation of a petition containing more than ten thousand signatures, obtained by a committee of prominent business men.

Henry Bendheim

Henry Bendheim, sixty-three years old, vice-president of the Metropolitan Tobacco Company, died recently, after a brief illness in his home, 42 West Eighty-ninth Street. Mr. Bendheim was born at Darmstadt, Germany, and came to this country when a boy. He had been identified with the tobacco industry since early manhood. He was unmarried.

Tampa

Everything Is Ready for the Gasparilla—Nat Rosenheim Admitted to San Martin & Leon—Angel L. Cuesta Plans Trip to Europe—C. H. S. Strike Finally Settled

Tampa, Fla., January 26, 1917.

GEORGE LEON, who, accompanied by sales manager Nat Rosenheim, took a party of jobbers to Havana, is still in that city studying the leaf situation. Mr. Rosenheim returned to the San Martin & Leon factory, but has since left for a road trip.

It is interesting to note that both customs collections and internal revenue stamp sales are far ahead of last year for the same period, indicating that January, 1917, will establish a record.

The South Florida Fair and Gasparilla Carnival holds local interest in its grip. All sorts of athletic games will be scheduled and many handsome prizes have been offered.

Jose Lovera has returned from Havana, where he spent some time in the leaf market.

Fred Davis, of S. I. Davis & Company, is in town with Mrs. Davis and Frederick, Jr. Mr. Davis is keeping in close touch with the "El Sidelo" factory. He gets on the job early and stays late.

Among the visitors at the factory of Francisco Arango y Ca., is William Seidenberg.

Angel Cuesta, Sr., anticipates going to Europe where, he states, he will travel for several months.

Andres Diaz, of Andres Diaz & Company, and Jaime Pendas, of M. A. Gunst & Company, have returned to the city, following a visit to Havana.

F. A. Rian, Western representative of Perfecto Garcia & Brothers, was a Tampa visitor for a few days. He has since left on another business trip.

Jerry Windmuller, of Salvador Sanchez y Ca., has left for Chicago on a business trip.

"Hi" Hammer has returned from his trip North, and has since departed for Havana.

The differences at the C. H. S. factory have finally been adjusted after a strike of five months. The scarcity of hands will retard the production of the factory until the benches can be filled. It is hoped that this can be accomplished within the next month.

W. W. Rosebro has left the city for a trip through the East. The business of M. Bustillo & Company, whom he represents, continues to show a steady increase.

Philip Verplanck, of the Preferred Havana Tobacco Company, recently left for New York City.

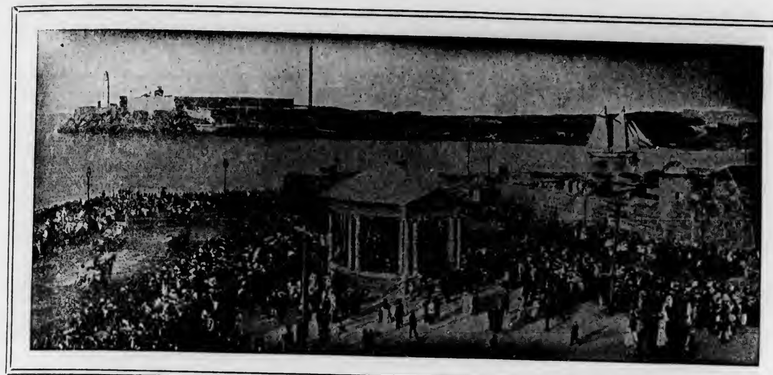
Fifty thousand a day is the present output of the new factory of Francisco Torres & Company, who manufacture the "Americus" brand. This cigar is taking well wherever placed, if orders are an indication of popularity.

"Nat" Rosenheim, sales manager of San Martin & Leon, has been admitted to the firm. Business at the factory is booming.

Perfecto.

Chippewa Falls Stand Changes Owners

The stock and business of the cigar store of A. C. Burlingame Company, better known as "Burly's," in Chippewa Falls, Wis., have been purchased by Frank Morrison and William Dreher. The store has been established about eight years, during which time Mr. Morrison has been employed there. The new firm will completely remodel the store.



The Cuban Market

From Our Exclusive Bureau Perseverancia No. 8

Havana, Cuba.

Havana, January 23, 1917.

THE market during the first half of this month has been quite lively, as we have had some big buyers in town from the United States. It seems that in view of the poor prospects of the coming crop this year the American manufacturers and leaf dealers have concluded to take the bull by his horns and pay the prices asked by our dealers without any further haggling about the high figures. There is no use to harp upon high prices as long as the European war continues as we are all in for it, from the grower to the manufacturer, and as a last resort the consumer has got to shoulder the burden. As last year's crop has been a short one, and our packers and dealers were forced to pay very high figures to the vegueros, and as besides the yield of the classes for the American market has been very low, the cost prices of the leaf packed in bales has been exceedingly high. As long as there was a prospect of eventually harvesting a larger crop this year, our leaf dealers were rather anxious to lighten their loads, selling at cost, or even a little below, but now as the situation has changed in their favor, prices are not alone firmly maintained, but some holders are insisting upon a further advance, and the chances are in favor of their getting more money before long, as the stocks for sale in first hands are only limited.

Sales during the past two weeks totaled 13,148 bales, and which consisted of: Vuelta Abajo and Semi Vuelta, 3780; Partido, 662; Remedios, 8656, and Oriente (Guisa), 50 bales.

Buyers were: Americans, 10,619; Canadians, 247; exporters to Europe (England, 50, and the Canary Islands, 50), 100; shippers to South America, 450, and our local manufacturers of cigars and cigarettes, 1732 bales.

Exports of leaf tobacco, from the port of Havana, for two weeks, ending January 13, 1917, totaled 9334 bales, which were distributed to the following countries, viz.: To all ports of the United States, 7680; to Canada, 609; to England, 50; to the Canary Islands, 50; to the Argentine Republic, 940, and to Chile, 5 bales.

Receipts of Leaf Tobacco from the Country

For two and one-half weeks, from January 1 to January 18, 1917:

Vuelta Abajo,	1,354	bales.
Semi Vuelta,	254	"
Partido,	....	"
Remedios,	9,437	"
Oriente,	....	"
Total,	11,045	"

The above figures we obtained through the courtesy of "El Tabaco."

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Paul Hirschhorn, the leaf buyer of the General Cigar Company (formerly of the United Cigar Manufacturers); Benito Rovira, of Benito Rovira Company; Joseph Mendelsohn, of Mendelsohn, Bornemann & Company, and M. Silveira, of the Martinez-Havana Company.

From Tampa: Andres Diaz, of Andres Diaz & Company; Jaime Pendas, of M. A. Gunst & Company; Jorge Leon, president of San Martin, Leon & Company, accompanied by their general sales-manager, Nat Rosenheim, and their general advertising-manager, H. B. Raley; Colonel Alvaro Garcia, and his nephew, Francisco Gonzalez, of Garcia & Vega; and Pancho Arango, of Francisco Arango & Company.

From Chicago: Mike Friedman, of M. Friedman & Company.

From Philadelphia: John L. Kolb, president of the Theobald & Oppenheimer Company.

From Toronto, Canada: A. R. Wilson, of Andrew Wilson & Company, Limited, accompanied by the superintendent of their factories, at Toronto and Montreal, H. J. Lutz.

From Baltimore: Joseph Perlman, of J. Perlman & Company.

Returned: W. Armbrecht, of W. Armbrecht, exporter of leaf tobacco at Havana.

Arrivals of Representatives of Cigar Factories and Cigar Buyers

From New York: Charles Landau, the representative of the H. Upmann factory for the United States and Canada; Robert E. Lane, the representative of the Partagas factory for the United States and Canada; J. E. A. Blaise and his assistant, H. P. Rowley, of the S. S. Pierce Company, of Boston.

From Chicago: Charles Sanders, of Clarence Hirschhorn & Company.

From Indianapolis: J. A. Alford, of Keifer, Stewart & Company.

From Kansas City: W. E. Cooper, of the McPike Drug Company.

From Minneapolis: T. L. Striblin, of the Stone-Ordean-Wells Company.

From Memphis: A. V. Miller, of J. T. Targasoulo.

Departures—To New York: Simon Ruppin, Richard Sichel and August Kuttnauer.

To Tampa: Jose Lovera, Jose Cosio, Andres Diaz and Jaime Pendas.

To Philadelphia: John L. Kolb.

To Toronto: A. R. Wilson, H. J. Lutz and Victor Fernandez.

To Montreal: Domingo Granda and Antonio Suarez.

Cigars.

Considering the season of the year, business is fairly good with all the large factories, while the smaller ones have a very hard road to travel, particularly if the coming Vuelta Abajo crop should be a small one, and of too heavy a quality to be used early in the season, leaving alone the high prices which this year's growth may command.

Romeo y Julieta, Partagas, H. Upmann, Por Larranaga and Punch are working very well, while Hoyo de Monterrey, Ramon Allones, Sol, Belinda and Devesa de Murias seem to have fair orders, but could do more. The remaining factories do not require any mentioning.

Exports of cigars, from the port of Havana, as per our official custom house returns, and as compiled by "El Tabaca" for the month of December, this and last year, are as follows:

Exports from Dec. 1 to Dec. 31, 1916,	11,803,668	cigars.
Exports from Dec. 1 to Dec. 31, 1915,	13,928,026	"
Decrease during the month of December, 1916,	2,124,358	"
Exports from January 1, 1916, to December 31, 1916,	121,663,309	"
Exports from January 1, 1915, to December 31, 1915,	121,005,775	"
Increase during the 12 months of 1916,	657,534	"

Increase by Countries in December, 1916

United States,	2,771,150	cigars.
British Africa,	97,700	"
Russia,	67,500	"
Portugal,	35,550	"
Spain,	31,525	"
Sweden,	29,050	"
Uruguay,	25,972	"
Argentine Republic,	22,404	"
Norway,	20,500	"
Total,	3,101,351	"

Decreases by Countries in December, 1916

Great Britain,	2,816,853	cigars.
Denmark,	1,336,625	"
Chile,	447,974	"
France,	407,650	"
Canada,	72,250	"
French Africa,	66,300	"
Bolivia,	63,000	"
Spanish Africa,	54,500	"
Total,	5,265,152	"

According to "El Tabaca," the eleven principal countries, which imported over one million cigars in 1916 or 1915, is as follows, viz.:

	1916 cigars	1915 cigars	Increase	Decrease
United States,	49,452,058	38,564,867	10,887,191	
Great Britain,	38,792,565	52,004,832		13,212,267
France,	5,291,144	5,287,499	3,645	
Spain,	5,107,996	4,530,285	577,711	
Australia,	3,859,269	3,040,969	818,300	
Canada,	3,491,754	3,681,775		190,021
Chile,	3,029,145	2,532,555	496,590	
Argentine Republic,	2,823,044	1,504,843	1,318,201	
Denmark,	2,583,720	4,341,035		1,757,315
Russia,	1,766,222		1,766,222	
Netherlands,	371,735	1,338,310		966,575
37 other countries,	5,094,657	4,178,805	915,852	
Total,	121,663,309	121,005,775	16,783,712	16,126,178

The above figures show the increase of 657,534 cigars in 1916, as compared with the year 1915.

Exports of leaf tobacco, from the port of Havana, during the year 1916 totaled 352,220 bales, while the same in 1915 to all countries of the world amounted to 340,701 bales, thus showing an increase of 11,519 bales in favor of the year 1916.

Exports of cigarettes in the same period of 1916 were: 12,417,529 packages, while in 1915 we exported 11,239,458 packages, or a decrease of 1,178,071 packages in 1916.

Exports of Picadura, or cut tobacco, amounted to 321,658 kilos, against 313,914 kilos in 1915, or an increase of 7744 kilos in favor of 1916.

Leaf Tobacco

S. Ruppin has been one of our big buyers, during his stay in town, and left well satisfied with his leaf purchases, accompanied by Mrs. Ruppin.

The Havana Tobacco Stripping Company is doing a splendid business, as it employs five hundred women in their chief factory, 110 Lealtad Street, and besides has three branches in San Luis, Vuelta Abajo, San Antonio de las Vegas, and Bejucal. As orders for stripping leaf are pouring in, the company may have to increase the number of strippers still more.

Tomas Benitez sold 2163 bales of Semi Vuelta and Remedios; Jose C. Puente & Company, 1159 bales of Vuelta Abajo, Partido and Remedios; Manuel A. Suarez & Company, 650 bales of Vuelta Abajo; Muniz Hermanos, 559 bales of Vuelta Abajo and Remedios; Herrera, Calmet & Company, 525 bales of Remedios; and Selgas & Company, 308 bales of Vuelta Abajo and Remedios.

John L. Kolb, the president of the Theobald & Oppenheimer Company, made larger purchases than last year, a proof that the factories must be working strong.

Leslie Pantin bought 3147 bales of leaf, for account of his customers, during the past fortnight.

Walter Sutter & Company acquired 2499 bales of leaf, for account of their clients lately.

Mark A. Pollack was a buyer of 1489 bales of tobacco for his customers in the last two weeks.

Shippers of above 200 bales of leaf, during the last two weeks, were:

Leslie Pantin, 1089 bales; Virgilio Suarez, 1034 bales; Walter Sutter & Company, 701 bales; Cuban Land and Leaf Tobacco Company, 526 bales; Menendez & Company, 520 bales; Maximilian Stern, 474 bales; Jose Suarez & Company, 462 bales; J. Bernheim & Son, 442 bales; Y. Pendas & Alvarez, 362 bales; Ernest Ellinger & Company, 309 bales; Allones, Limited, 290 bales; Mark A. Pollack, 289 bales; Hijos de Diego Montero, 250 bales; Bridat & Company, 238 bales; E. H. Gato Cigar Company, 236 bales; Manuel A. Suarez & Company, 216 bales.

Oretaniv.

Havana-American Company to Open Factory in Memphis

The Havana-American Company will establish a cigar factory in Memphis, Tenn., about the middle of February, according to reports from that city, which state that the above company has secured a five-year lease on a building at Front Street and Talbot Avenue. Only a small number of hands will be employed at first, but it is expected that this number will be increased until between four and five hundred are employed. Alterations have already been started on the building, and as soon as they are completed, the equipment will be installed and work will begin.

The E. M. Schoenborn Cigar Company has recently returned to the control of the cigar stand in the Southern Hotel, Columbus, O. This company also operates the stands in the Neil House and at 60 East Long Street.

How One Salesman Builds Business

A salesman who was recently sent into a new territory, got off of the beaten track of his predecessor and called upon a druggist who had none of the salesman's brands in the showcase.

The druggist met the new salesman with a cordial greeting, something as follows:

"No, I have none of your brands and I am glad of it. I have too many brands now. I wish somebody would buy them all at half price. I only carry them as an accommodation to my customers, the same as I do postage stamps."

But this salesman had graduated from behind the retail counter and knew the retail business. He therefore could size up the situation and deal with it instead of saying that this druggist was an old grouch and not worth bothering with.

The salesman argued something as follows:

"I guess you are right, Mr. Druggist. That cigar case in its present shape is costing you money. You pay rent for this store and that showcase is taking up valuable room. Postage stamps as an accommodation are probably necessary, but they only take up a small corner in your cash drawer. Cigars as an accommodation are different. They call for an investment of your capital, both in stock and fixtures. I know how to make your cigar department pay, because I have just come from behind the counter of a successful retail business. I am coming in to see you every week and will be glad to show you how to clean up your stock if you will put in my entire line. Together, we can make your cigar department pay."

The druggist accepted this salesman's suggestion, and remarked that this was the first time that a cigar salesman had shown any interest in his cigar department.

To-day this druggist is giving the larger share of his business to this salesman and is conducting a profitable business on his brands. The druggist has become enthusiastic about his cigar department, and is giving it the attention it deserves.

This salesman had applied similar methods to other stores and you may rest assured he is getting a little more than his share of the cigar business in this vicinity.

Some one has said that it is the man that makes the job. This salesman believes that his opportunity for increased business lies in selling a larger number of his brands to his trade.—From "The Burning Question."

Most of 1916 Crop of Philippine Tobacco Sold

About 70 per cent. of the 1916 crop of Philippine leaf tobacco is already in the hands of dealers and manufacturers. The 1916 crop is estimated at 55,000,000 pounds, of which about 42,000,000 pounds was produced in the Cagayan Valley. The average price paid for this year's crop is about $20 per hundred kilos (a kilo equals 2.02 pounds) for Cagayan and Isabela, and about $12 per hundred kilos for Cebu, Pangasinan, Union, and Ilocos leaf. Tobacco from Cagayan Valley has sold at prices varying from $10 to $50 per hundred kilos. There has been great activity in buying the 1916 crop with prices averaging 30 per cent. above the price of a year ago. It is estimated that there is about 60 per cent. of the 1915 crop and about 30 per cent. of the 1914 crop still in the hands of the manufacturers and dealers.

There has been a larger export demand this year on account of the shortage in the United States, and due to the shortage caused by the European War. Due to lack of transportation and trade restrictions, there is a large stock of leaf being held in Manila.

This year's crop in the Gagayan Valley is of very superior quality, and a further advance in the price is expected.

In the News

The United Cigar Stores will shortly open a branch in Galesburg, Ill.

Earnings of the United Cigar Stores Company in 1916 totaled $36,000,000, the largest in the history of the company.

Certificate of incorporation has been filed by the Gildisch Company, Pittsburgh, Pa., to deal in tobacco. Capital, $10,000. The incorporators are C. W. Gildisch and J. Gildisch.

The cigar store in the Ebersol Building, Marseilles, Ill., conducted by Jake Rasmussen, has been sold to Arthur Bateman, who operates a cigar factory in the Stickel Building.

M. C. Rumely and Guy H. Kuhns have entered into a partnership, and will open a cigar store at 1013 Lincolnway, La Porte, Ind. The store will be known as Rumely's Smoke House.

The Universal Tobacco Machine Company, Incorporated, has recently leased part of the factory structure at 98-104 Murray Street, Newark, N. J. They will take possession March 1.

The Landfield-Steel Cigar Company has recently announced its intention of opening a factory in Benton Harbor, Mich. This will make the third cigar company to open a branch in Benton Harbor.

F. A. McPherson, of Nora, Minn., has purchased the interests of J. H. Marshall and G. A. Topping in the cigar stand in the Howard Hotel, Sioux City, Ia. Mr. McPherson has removed his family to Sioux City.

Paul Goldberg has been appointed trustee in the bankruptcy proceedings of Simon P. Reynolds, a cigar manufacturer of Bridgeport, Conn. The schedule shows unsecured claims of $737.03, with assets of $125.

The A. L. Franks Cigar Company, of Jacksonville, Ill., has recently removed to the Mollman Building in East St. Louis. Twenty-two hands are employed at present, but the number will be increased to seventy eventually.

E. C. Holt, of Holt's Pipe Shop, Spokane, Wash., has been elected second vice-president of the Western Retail Cigar Dealers' Association. Walter Le Claire, proprietor of the cigar stand in the Old National Bank Building, has been made a member of the board of trustees.

The cigar factory of Philip D. Meyers & Sons, 333-347 Girod Street, New Orleans, La., was recently damaged by fire to the extent of $15,000. Damage to stock by water was considerable. At the time of the fire there was $30,000 of stock in the cigar factory. It was partly covered by insurance.

Alterations are being made in the Gray-Court Building, Marysville, O., for alterations and improvements for the cigar factory of William Tegge & Company. At present about sixty hands are employed. With the completion of alterations and the arrival of additional equipment, it is expected that the number will be doubled.

Knickerbocker's Broadway Jottings

John W. Merriam left town this week on a trip to his customers.

Max Rosenblum, of the Edwin Cigar Company, has gone to Cuba.

"Hi" Hammer, of Corral, Wodiska y Ca., was in New York recently.

M. M. Gans, of Gans Brothers, left town this week for a trip to Connecticut.

Paul Hirschorn, leaf buyer for the General Cigar Company, is in Havana looking over the leaf situation.

The Weyman-Bruton Company has removed its general offices from 50 Union Square to 1107 Broadway.

Joseph Mendelsohn, of Mendelsohn, Bornemann & Company, has been a visitor in the Havana leaf market.

Benito Rovira, of Benito Rovira Company, has gone to Cuba to attend to the purchase of leaf from his factory.

J. B. Hoffman, of Selak & Hoffman, Wilmington, Del., has been among the recent New York visitors.

S. Rippin has returned to New York, following a visit to the Havana leaf market, where he is said to have made some large purchases.

Among the recent trade visitors from Detroit were Jacob Mazer, of the Mazer Cigar Company, and G. W. Lee, of the well-known jobbing house of Lee & Cady.

A. Santaella, of A. Santaella y Ca., has gone to Connecticut to look over the firm's leaf holdings in that district.

M. C. McLoughlin, who travels for the Old King Cole Tobacco Company, has left the city for a trip through the South.

Sidney Goldberg, president of Simon Batt & Company, is at present on a Western trip in the interest of the firm's brands.

Tom Gray, well-known representative of the "Ruy Lopez" brand, has started on a trip through the Middle West.

Max Gans, of Max Gans & Son, has returned from his annual trip to Porto Rico, where he has been looking over the crop situation.

Fernando Palacio, of the "Romeo y Julieta" factory, has been among the recent visitors. He returned to Havana last week.

Samuel Loewenthal recently made a trip to Connecticut to look over some of the shadegrown leaf. Bert Loewenthal accompanied his father.

Monroe Falkenstein, vice-president of S. Bachman & Company, of San Francisco, has been visiting a number of cigar manufacturers in this city.

Announcement is made of the engagement of Nathan Garten, of Garten & Sons, importers of Manila cigars, to Miss Ethel Hyman, of New York City.

Henry Wemmer, of the Deisel-Wemmer Company, makers of "San Felice" and "El Verso" cigars, sailed recently from this city for the Havana leaf market.

The ninth annual reception and dance of the Philip Morris Mutual Aid Association was held in Bryant Hall on Sixth Avenue, on the evening of January 27th.

Marcelino Perez & Company, makers of the famous "Tuval" brand, find no diminution in orders, nor have they allowed the factory to cease moving at full speed.

Matthew W. Berriman, of Berriman Brothers, manufacturers of the big-selling "Jose Vila" brand, was among the recent visitors to New York. He has since returned to Tampa.

Dick Bythiner, of E. Rosenwald & Brother, is on the job again, after a few weeks at Lakewood, where he has been recuperating from the H. C. L. He picked out a good place to do it.

Sidney J. Freeman has left for a trip through Baltimore, Washington and the South. Mr. Freeman is expecting the arrival of about 700,000 cigars shortly after the first of February.

Another Albany incorporation is that of the Gensior Tobacco Company, Incorporated, with a capital of $25,000. Tobacco business. The incorporators are: H. A. Sittig, D. A. Fraser and R. F. Weeks.

The Manila Commercial Company anticipates the arrival at San Francisco about the middle of next month, of the U. S. A. T. "Sheridan" with 1,820,000 cigars and about 270 bales of tobacco consigned to them.

The Ryan & Raphael Cigar Company, Chicago manufacturers of the "Lucius" brand, have announced an advance on their different sizes varying from $3 to $8. Jackson Kelly is the New York representative.

Announcement is made by G. Falk & Brother, of the dissolution of the copartnership formerly conducted by them, and of the incorporation of the business under the style of G. Falk & Brother, Incorporated.

At a recent meeting of the stockholders of the Sterling Gum Company, it was voted to dissolve the corporation. It is understood that the American Chicle Company purchased the stock for $700,000 or thirty cents a share.

Among the recent incorporations at Albany is that of M. J. Lopez & Company, Incorporated, with a capital of $30,000. Tobacco, cigars and cigarettes. The incorporators are A. L. Ullnick, S. Golden and J. Goldstein.

The Philippine Tobacco Company has received notice of the arrival in San Francisco of a large quantity of Manila leaf, both stripped and unstripped. The shipment is expected to reach New York headquarters about February 10th.

J. B. Annis Joins Gradiaz, Annis & Company

OF interest to the trade is the news that J. B. Annis, formerly vice-president and director of the Cien Porciento Company, will again enter the cigar manufacturing industry as a member of the firm of Gradiaz, Annis & Company, whose factory is located at 213 Pearl Street.

Mr. Annis has been connected with the Porto Rican cigar industry for many years. For a long time he was connected with the American West Indies Company. Later he became one of the organizers of the Cien Porciento Company.

In the firm of Gradiaz, Annis & Company, Mr. Gradiaz will superintend the manufacturing end, while Mr. Annis will give his attention to the sales end of the business. Mr. Gradiaz has been manufacturing cigars for the past fourteen years.

The leading brand will be "Don Julian," "The Aristocratic Havana," and will be made in thirty-six sizes. The cigar will be high-grade Havana filler with a shadegrown wrapper.

Mr. Annis states that several desirable accounts have already been placed on the books, and the factory is now in operation. Mr. Annis will leave shortly for a tour of the South.

Arrivals of Philippine Tobacco

The Philippine Tobacco Company, of 123 Maiden Lane, New York, have been practically cleaned out of stock for the past few days, but they advise us that some heavy shipments have just reached San Francisco, and will be in New York in about ten days from date. These lots include good assortments of both stripped and unstripped filler tobacco.

Beginning March 1st, the Philippine Tobacco Company will receive regular monthly shipments of all grades of Manila tobacco, which goods will be sent on directly from their Manila office, and grown on controlled plantations.

Manufacturers interested in the blending of Philippine tobacco are invited to send for samples and quotations.

Cayey-Caugus Company Continue New York Plant

F. R. Hoisington, president of the Cayey-Caugus Tobacco Company, says that they have just re-leased the factory which they have been occupying at 434 East Seventy-first Street, New York, and that this will be devoted exclusively to the making of their "Juan y Julia" brand of combination-blend cigars, which are really in the mild Havana class. These goods have caught on quickly and repeats are the rule after the first buy.

"Savaronas" look to be in for the biggest year in their history, judging from the fact that the first six weeks of 1917 just showed double in volume the same period of last year.

Charles Straus, of Cincinnati, was a recent Broadway visitor.

Western Retail Association Affiliates with T. M. A.

CHARLES DUSHKIND, secretary of the Tobacco Merchants' Association, was made very happy the other day when notice was received at 5 Beekman Street that the Western Association of Retail Cigar Dealers at their annual convention held in Seattle, adopted a resolution, unanimously, to affiliate with the Tobacco Merchants' Association.

The affiliation of this body will add greatly to the strength of the Tobacco Merchants' Association among the retail trade, as the Western Association of Retail Cigar Dealers is not only the largest of its kind in the country, but has affiliated with it all of the local dealer associations on the Pacific Coast.

The association and the Tobacco Merchants' Association have been in correspondence for some time, but an obstacle in the form of the coupon question has prevented any move toward affiliation. The Western dealers are absolutely anti-coupon boys, who give and ask no quarter in this sort of a fight. The Tobacco Merchants' Association, having no particular axe to grind, has kept to middle ground, neither approving nor disapproving of the use of the coupon. However, the Western Association of Retail Cigar Dealers has seen the light, and believes that an affiliation with the Tobacco Merchants' Association is of more importance than the coupon question which, after all, is but one of a thousand problems that vex the executive committee of the Tobacco Merchants' Association, and the tobacco trade in general.

Schulte Secures Prominent Coney Island Corner

Pease & Elliman have leased to the Schulte Cigar Company for a long term of years the large ground-floor corner store in the property at the northwest corner of Surf Avenue and Eighth Street, Coney Island. This is one of the most prominent Coney Island corners, being directly on the line of the new depot station. Upon completion of extensive alterations, the Schulte Company will open a branch establishment.

Sol Gans, of Max Gans & Sons, arrived in New York, February 2d, after a brief trip down to Tampa. He has a neat line of orders from all points which he touched.

Colonel Garcia, of Garcia & Vega, is at present in Havana, where he is said to have made purchases of some excellent qualities of leaf.

Frank L. Horning, who represents the interests of H. Anton Bock & Company, in the Middle West, has been visiting the factory headquarters.

British-American Company to Build Addition to Factory

It is stated that the British-American Tobacco Company is preparing to build an addition to its present cigarette factory at Petersburg, Va., to cost $50,000. Work has been begun on the excavating, and it is expected that a permit for building will be shortly issued by the municipal authorities.

HONGKONG TOBACCO MARKET

Sale of Foreign-Made Cigarettes Showing Increase—Local Factory Turning Out Four and a Half Million Cigarettes Daily

THE manufacture of cigarettes in Hongkong, a review of which was published in "Commerce Reports" for January 17, 1916, has steadily increased during the past year and the consumption of American leaf tobacco used in mixing with Chinese tobacco in the manufacture of such cigarettes has increased accordingly. It is interesting to note that this general increase has continued in spite of the fact that since June, 1916, an import duty and internal-revenue tax have been imposed upon tobacco by the Hongkong Government. The local factory, which is the chief consumer of American leaf, is now importing and using about 450 tierces and hogsheads of American leaf monthly, as compared with imports of about 400 tierces and hogsheads monthly a year ago and about 300 tierces and hogsheads the year previous. It is now consuming about 10,000 pounds of Chinese tobacco monthly. The factory is turning out about 4,500,000 cigarettes a day, and is preparing to increase the number of machines in use in such manufacture, being now in negotiation with American manufacturers of cigarette-making machinery therefor.

The great mass of tobacco is used in the form of "fine-cut" smoking tobacco for use chiefly in Chinese pipes or handmade cigarettes. Most of this tobacco on the Hongkong market comes from Sha Ping, Hok Shan District, Kwangtung Province, but it is mixed with tobacco from the "South Sea" or East India tobaccos. Hongkong tobacco manufacturers and dealers, generally speaking, handle only this one variety of tobacco. Fukien Province grows its particular variety of tobacco, which is demanded by the Fukienese, and, therefore, has a large market in the Philippines. This kind of tobacco is handled in Hongkong only by firms that export it to the Philippines, such firms usually being branches of firms in Fukien and managed by Fukien Chinese. Local tobacco is bought from growers through brokers. Foreign tobacco is imported mostly through import commission houses.

In the preparation of this tobacco the ribs of the leaves are first removed. A mixture is then prepared of Sha Ping and South Sea tobacco in equal quantities, coloring matter consisting of Sing Jue (vermilion) and Dang Biu (another grade of vermilion) and peanut oil. The leaves are next laid flat one upon another and placed in a square form and put in press overnight. The resulting blocks of tobacco weigh 30 to 40 pounds each. The following day these blocks are shaved with a steel cutter much like a meat slicer, producing fine strings of reddish tobacco. This is put up in paper packets weighing 8, 6, or 4 taels each, the tael being equal to 1 1/3 ounces avoirdupois. Three qualities are recognized: Sang Cheet or "chopped raw," "Gan Yip" or selected leaves, and Sook Yin or "cooked tobacco." The first two are of about equal value and the third is an inferior quality. The use of East Indian tobacco is merely an adulteration to economize cost. It is bought for $13 to $14 Hongkong currency, or $6.50 to $7 gold, per picul of 133 1/3 pounds, whereas the Sha Ping tobacco costs $30 for first, $20 for second, and $14 to $15 for third grade, i. e., $15, $10, and $7 to $7.50 gold, respectively.

In Hongkong a manufacturer's license costs $24 local currency or about $12 gold per year, and a retail license costs $1 local currency. Some dealers have both. A war tax has also been imposed amounting to $10 local currency per 100 pounds of manufactured tobacco. This is assessed on Mondays, Wednesdays, and Fridays on the weight of the finished blocks of tobacco.

The superior grades of manufactured tobacco sell at 60 cents local currency or about 30 cents gold per tael (8 ounces) packet. Until the war tax was levied the price was 48 cents local currency. The war tax on a 6-tael (one-half pound) packet is only 2½ cents gold, but there are other expenses which increase overhead costs.

In general the Chinese are turning more and more to the foreign style cigarette, and this is especially true of the later generation. Trade in the old-fashioned Chinese style smoking tobacco is more or less stationary and represents a demand from conservative consumers. The sale of foreign-made cigarettes in this field has increased fully in proportion to the increased sale of cigarettes manufactured locally.

Clever Fakir Catches Elkhorn Smokers

A well-dressed young man who claimed to be a Cuban, stopped off in Elkhorn, Wis., the other day—and thereby hangs a tale. He had, so he said, some excellent clear Havana cigars which he had smuggled into the country, and he was anxious to place a few hundred of them with men who could appreciate such choice tobacco. They were packed in bundles, and to each prospective customer he passed out a cigar which he selected from the center of the bunch.

Now, this particular cigar was a good cigar, and the prospective purchasers all said so. And the alleged Cuban said they were all just like that. He was anxious to dispose of what he had and was willing to sell them in hundred lots at six dollars a hundred. And on the strength of the smokes which they had sampled a number of prospects purchased. And it happened that later in the day, when one was taken from the bundle, it proved to be a long, long way from what a clear Havana cigar ought to be. And by and by after the other ninety and nine had been smoked it was found that they were all alike—that is, not like the sample..

The moral of this tale is that the best place to buy cigars is from your retailer or a man you know. Dealing with strangers who have smuggled cigars to sell is generally an expensive pastime.

Tobacco Trade With England After the War

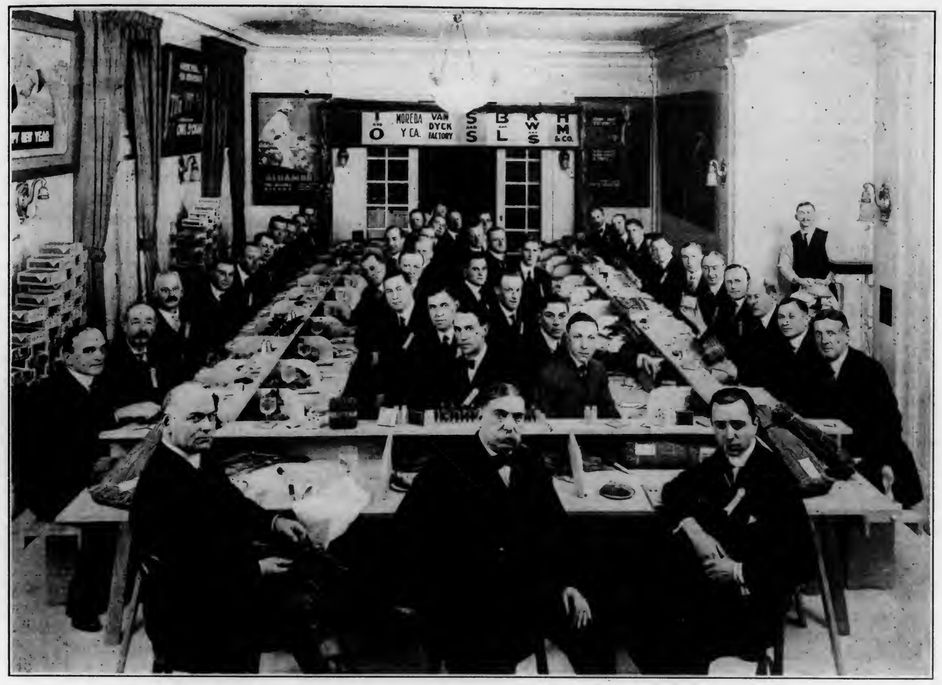
"Our recent paragraph advocating a preferential tobacco tariff to our Colonies and Allies has caused no little resentment among American growers and shippers," says "The Tobacco Review," London, England. "Because the U. S. A. is the home of the tobacco plant, and English smokers like its tobacco, is no valid reason why Canada, for example, should not be given facilities for introducing her growths and educating the British palate to prefer Empire-grown tobacco to the American article. England and her friends purpose to do no more than America has been doing fiscally for years past—viz., protect themselves from outsiders, and hence the talk of 'twisting the lion's tail' by restricting imports is self-condemnatory.

"Tobacconists of the United Kingdom cannot but note with amusement that in consequence of the fear of England taking less tobacco from the United States in the future, the Americans are to retaliate by sending less tobacco. Russia will be delighted with such a policy—in fact, England and her friends will be thrown more and more into each other's arms by the fulfilment of such a threat."

City Cigar Store Sold

The City Cigar Store, of Lawrenceville, Ill., formerly owned by F. E. Smith, Thomas Morrissey and B. J. Shaw, was sold recently to Clyde Storer and C. V. Teach.

Gunst Salesmen Under Sentence of Hard Labor



If we may judge from the handsomely prepared souvenir booklet of the M. A. Gunst & Company annual convention of Pacific Coast Salesmen and Department Managers, our conclusion would be that "a good time was had by all." From January 8th to 12th the fortunate delegates were in San Francisco getting together plans for the biggest year ever.

At the conclusion of the convention an unusual banquet was given at the residence of Morgan Gunst, at Vallejo and Broderick Streets. The entrance to the house was decorated to represent an observation car called the "Owl Special." When the guests reached the dining room they found to their intense surprise that it has been transformed to represent a cigar factory, and that the meal would be eaten from cigarmakers' benches.

On the wall in the rear were the names of the various companies and firms composing the United Manufacturers' Company. During the evening this lettering suddenly disappeared and in its place was spelled in letters of light, "General Cigar Company," the new name under which the business will be operated.

The above photograph is said to show "the greatest bunch of two-handed workers ever gathered under one roof."

The diners included M. A. Gunst, M. H. Esberg, Morgan A. Gunst, F. V. Welsh, W. W. Lueders, A. C. Carlson, S. J. Blumenthal, I. Falkenstein, H. B. Morrill, D. H. Byrnes, M. G. Macks, H. C. Walter, W. W. Frey, I. H. Carlson, B. Solomon, W. Royston, R. R. Stubbles H. P. Eakin, P. J. Neumann, S. Kirschner, L. F. Seibert, C. A. King, J. H. Von Elm, J. F. Snyder, C. S. Prior, J. Unger, J. L. Louison, L. H. Cheney, L. De Burch, C. E. Oliver, H. A. Jonas, E. A. Sayre, G. M. Bates, G. A. Carlin, H. B. Davidson, O. Boettinger, A. M. Sanford, H. Conner, A. Lambert, L. C. Isaacson, J. S. Gross, E. D. Davis and C. Cohen.

Deaths in the Trade

John Frank

THE tobacco trade will read with regret of the death of John Frank, one of the prominent figures in the development of the Havana cigar and tobacco industry in this country, who passed away on January 16th, at his home, Garrison-on-Hudson, N. Y.

The death of John Frank marks the passing of the last of the firm of Lewis, Philip and John Frank, of 36 and 39 Beaver Street, New York City.

John Frank was born in Heidelberg, Germany, February 6, 1832, and came to this country about 1851. Shortly after this he entered the leaf tobacco business, and later the firm of Lewis, Philip and John Frank was formed. The business continued until about 1910.

Mr. Frank will be well remembered among the older members of the cigar and tobacco industry in Philadelphia, among whom are the Langsdorfs, Sulzbergers, Vetterleins, Oppenheimers, Wartmanns, Haenssermanns and many others. He was held in high esteem by all who knew him, and his circle of acquaintances embraced the veterans of the trade throughout the United States.

A member of the family states that he was a constant reader of "The Tobacco World" until the very end.

The deceased was eighty-five years old. He is survived by a widow, three sons and two daughters.

Charles G. Smith

Charles G. Smith, president of the Smith & Keffer Tobacco Company, Harrisburg, Pa., died on the twenty-first at his home, 2019 North Second Street, that city.

Mr. Smith was born in Wurttemburg, Germany, in 1847. In 1851 he came to America, and later with his parents he came to Harrisburg. When he was twenty years old he was manufacturing cigars. His business grew rapidly, and he moved from one location to another to meet the increased demand until he finally located at 401 Cameron Street.

John Keffer was admitted into the partnership in 1882, after which the business was known as Smith & Keffer. In partnership with John B. Sitch, of Steelton, he was also engaged in the leaf tobacco business. A few years ago he incorporated the business, at which time he became president, serving in that capacity until his death.

Mr. Smith was a Democrat. Although many times urged to accept public office, he always declined.

He married Sarah Elizabeth Keffer, of Lancaster, in 1867, who, with the following children, survive him: Mrs. S. Wirt Mosser, Mrs. Laura Perkins, Mrs. Katherine Brock, Mrs. R. R. Fernow, Mrs. Walter Arnold and Anna Frances Smith. Mr. Smith was a charter member of St. Paul's Episcopal Church, and served as a warden of that church for many years.

Edward Hutchinson

Edward Hutchinson, a cigar store proprietor of Flint, Mich., died recently after a long illness of cancer of the stomach. He had been a resident of the city for about six years.

The deceased was born in Manchester, England. He was forty-six years old. A wife and three children survive him.

William Gollmer

William Gollmer, for many years a tobacco merchant of New Orleans, La., died recently. A wife and three brothers survive.

W. S. Mayes

W. S. Mayes, office manager of the C. C. Snider Tobacco Company, and well known in the wholesale trade in Birmingham, Ala., died recently after a brief illness.

For a number of years Mr. Mayes was vice-president of the R. D. Burnett Cigar Company. He became office manager for Snider's just a year ago.

Mr. Mayes had a very wide acquaintance among the tobacco jobbers and cigar manufacturers of the United States and his death will be widely mourned. Before going to Birmingham twelve years ago, Mr. Mayes was in New Orleans and Texas cities in the cotton business.

Mr. Mayes was fifty-three years of age at the time of his death. He is survived by his widow, and one son, Marshall Mayes, a traveling salesman, who reached his father's bedside a few hours before death came.

Revival of Tobacco Industry in Hawaii

The tobacco industry of the Hawaiian Islands, which had a reversal two and three years ago on account of inability to market the product in mainland markets, is to be revived. Gared G. Smith, the first director of the United States Experiment Station in Hawaii, has been appointed manager of the South Kona Tobacco Company, which has been reorganized with a capitalization of $100,000. The new company will take over the property formerly held by the Kona Tobacco Company, which commenced operations in May, 1908.

The last large crop was grown in 1913. The area under cultivation dwindled to nothing last year. In the meantime the large stocks of leaf produced in 1910, 1911, 1912, and 1913 have been completely disposed of at attractive prices considering the newness of the industry.

Enough cigar-wrapper leaf has been sold at top-notch prices to indicate the intrinsic value of the Hawaiian product. Besides starting with a full equipment of curing barns, factories, and warehouses, and with some 300 acres of land that has been cleared and cropped at various times during the past eight years, the company mentioned has the benefit of the experience of its predecessor.

It is stated by officers of the company that the 1917 crop will be harvested from more than 100 acres at Keokea and Honaunau, the latter being near the site of the famous city and temple of refuge of the ancient Hawaiians. These lands are favorably situated in the cloud belt, at an elevation of 400 to 2000 feet, a district where under normal conditions there are almost daily rains during the hot summer growing season.—"Commerce Reports."

Tobacco Jobbers' Association Wants Clean Sales Plans

The Tobacco Jobbers' Association, of New York, recently held an informal meeting at the Onondaga Hotel in Syracuse, N. Y., to discuss conditions in the trade. Forty-eight distributors were present.

Those present discussed at some length methods of discouraging questionable sales schemes and also exaggerated advertising statements. "The only business which is worth having," said one of the members present, "is that which is established on a solid foundation by fair methods." The members will watch more closely in the future for sales and advertising schemes which they do not believe to be to the best interests of the jobber and dealer.

New Cigar Factory for Canton

Charles E. Stoddard and Jesse E. Hand, two cigarmakers of Canton, Ill., have leased the building at 46 South Main Street, that city, and will shortly open a cigar factory there. They will manufacture both five- and ten-cent brands. Already orders have been secured from a number of the larger cities in Illinois.

Approximate Calculation of Cuban Leaf Stocks

Herewith is a table, compiled by us, of the stocks on January 1, 1917, in first hands, or in the open market, as we exclude the holdings of the American houses, as well as of a few Spanish ones, which buy in the country for their Northern customers, and who do not sell in our market excepting some of the low grades for export to Europe, and for local consumption by our cigarette manufacturers. We have also, as usual, compiled the figures for the total crop of leaf tobacco in the Island of Cuba, of last year, and the last ten years, in order to give the readers of "The Tobacco World" an opportunity, to get an approximate idea. We must confess that it is next to impossible to be exact in this respect as we have no Government statistics, and in order to get at the correct figures it would require a good deal of time and rather heavy expenses, therefore our statistics ought to fill the bill for all practical purposes.

Approximate Calculation, Showing Stock on Hand.

Stock in Havana warehouses, in first hands, for sale, January 1, 1916,		90,000	bales.
Receipts from the country from January 1, to December 31, 1916,		361,099	"
Total stocks and receipts,		451,099	"
Less sales reported during the twelve months of 1916,	320,460 bales.		
Less sales in the country direct to manufacturers and exporters, not for sale in Havana,	75,639 "		
		396,099	"
Estimated stock on hand, at Havana, for sale from first hands,		55,000	"

Calculation of the 1916 Crop of Leaf Tobacco.

	Vuelta Abajo	Semi Vuelta	Partido	Remedios	Oriente	Total	
Receipts to December 31, 1916,	160,721	20,842	26,582	146,085	6,869	361,099	bales.
Still to arrive from the country in 1917 (est.),	6,000	700	300	25,000	500	32,500	"
Consumption in the interior, including exports from outports, 2,000 bales,				15,000	10,000	25,000	"
	166,721	21,542	26,882	186,085	17,369	418,599	"
Less estimated crop of the year 1915, which arrived at Havana, in 1916,	56,721	2,542	882	16,085	1,369	77,599	"
Approximate estimated crop of 1916,	110,000	19,000	26,000	170,000	16,000	341,000	"

Estimated Leaf Tobacco Crops, in the Island of Cuba, for the Last 10 Years
Calculation made in 1,000 Bale Lots

	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916	Avge. Crop
Vuelta Abajo,	275	222	231	202	145	180	261	239	78	110	194
Semi Vuelta,	26	25	29	25	12	23	32	40	19	19	25
Partido,	60	54	67	53	68	72	88	94	43	26	63
Remedios,	130	193	175	101	105	263	189	287	170	170	178
Oriente,	21	26	15	11	2	42	21	38	17	16	21
	512	520	517	392	332	580	591	698	327	341	481

Oretaniv.

T. M. A. at National Foreign Trade Convention

The National Foreign Trade Council, which deals particularly with problems arising in our over-seas commerce and the measures necessary to safeguard and extend our foreign trade, held its Fourth Annual Convention, in the city of Pittsburgh, January 25, 26 and 27.

The Tobacco Merchants' Association of the United States was invited to send delegates, and the following delegates were appointed and attended the convention representing the Association: Jesse A. Bloch, of Bloch Brothers Tobacco Company; A. M. Jenkinson, of The Jenkinson Company; G. Henry Schmunk, of the Pittsburgh Stogie and Cigar Company; N. D. Lean, of the Union-American Cigar Company; M. G. Bryce, of the United States Glass Company; Howard Hazlett, of Augustus Pollack.

Holdings of Sumatra Getting Low

Cigar manufacturers who use Sumatra tobacco for wrappers apparently will be hard put to find enough of it before very long. Reports from authoritative sources say that present stocks of this tobacco in the hands of local importers total less than three thousand bales, and that no new tobacco will reach the United States before June. With the normal annual consumption of Sumatra stock in this country placed at thirty thousand bales, this means that the cigar trade faces the prospect of stretching a little more than one month's supply over the next five months or so, as stocks in the possession of the manufacturers are said also to be small. The present scarcity here is attributed largely to shipping difficulties. The fact that the next public sale in Amsterdam probably will not take place until May will not help things any. Prices have gone up as a result.

English Tobacco Restrictions

THE English tobacco regulations permitting importers to bring into the country, between June 1, 1916, and May 31, 1917, only one-third of their exports for 1915 seem to have worked serious harm to the cigar manufacturers of that country. Because of the prohibitive prices of leaf, other than American, the cigar manufacturers have had little choice in what they could get. Under the present regulations, the cigar manufacturer has no choice in the kinds or qualities imported but must depend entirely on the importers.

It is believed that had the cigar manufacturers been allowed to import direct that the situation would have been somewhat relieved, although it is pointed out that his best interests would have been served if he had been allowed to import during the period stated above not one-third of his 1915 importations, but rather based on his actual consumption, it being held that only the cigar manufacturer, himself, knows what this amount is.

H. C. Archer, chairman of the Tobacco Trade Section of the London Chamber of Commerce, and a member of the Advisory Committee on Imports, has recently written his annual report for the London "Chamber of Commerce Journal," in which he reviews the present leaf situation. By courtesy of the editor of that journal it has been reprinted in London "Tobacco." The situation regarding raw leaf in England and its bearing on our own leaf markets makes it, we believe, of sufficient importance to reprint. Mr. Archer's article follows:

"The most important and noteworthy event that took place in the tobacco trade during the year 1916 was undoubtedly the announcement by the Government in January of their intention to prohibit the importation of tobacco into the United Kingdom. The war has brought in its train many startling changes and new conditions, and many difficult problems which the trade has had to meet, but not one has been so serious, or so far reaching in its effects, as the action of the Government above referred to.

"If total prohibition had been literally enforced, as on first reading seemed to have been intended, the effect would have been disastrous, and in a short time fatal, to the continuance in business of a large number of manufacturers and others, and would have eventually jeopardized the very existence of the industry.

"After having interviewed representative members of the various interests in the trade, however, the President of the Board of Trade agreed to modify the original order by admitting one-third of the quantity imported from foreign countries in 1915, at the same time allowing all tobacco, the produce or manufacture of any part of the British Empire, to be imported without restriction. Although pressed to do so, he declined to increase this percentage further, stating that the conditions of shipping, and the exigencies of the country as regards food, munitions, and other necessaries, would not permit of any addition to the quantity specified.

"Later, after somewhat lengthy negotiations, an arrangement whereby the importation of American leaf intended solely for export purposes, or for the use of the troops abroad, based on manufacturers' previous consumption, was also sanctioned by the Board of Trade.

"Whilst this later concession was of the utmost value to the large section of the trade using American tobacco for the purposes mentioned, other branches, such as cigar manufacturers, Turkish cigarette manufacturers, and roll makers, derived no benefit whatever from the arrangement, and many of these soon found themselves in serious difficulties, the allowance of one-third, based on their previous year's purchases, not being in any way sufficient to meet their requirements. They considered, and not without some reason, that they had been rather unfairly and unequally treated, and it must be admitted they certainly seem to have a decided grievance. They naturally point out, that while a large and influential section of the trade has had facilities granted it to import all the tobacco, and even more, than it actually requires, they themselves have had no consideration of this kind shown them, and in consequence, have been placed in a most serious and critical position, which the more fortunate tobacco and Virginia cigarette manufacturers, owing to the special concession allowed them, have been able to avoid.

"From the manufacturers' point of view, especially the cigar manufacturers, it was most unfortunate that it was decided that this ration or allowance should be based on his purchases during 1915, and not on his actual consumption. If the same principle had been adopted in the first instance, as was later decided on in the case of the importation of American tobacco intended for export, viz., to grant the importing license direct to the manufacturer based on his consumption—a course suggested and strongly urged by the Tobacco Trade Section of the London Chamber of Commerce from the first—a great many of the difficulties and anomalies that have arisen would have been avoided, and the whole scheme placed on a fairer and more equitable basis.

"Under the regulations at present in force, the manufacturer, who alone knows what his actual requirements are, has no voice as to what growths or qualities shall be imported; the result is that he has frequently found it impossible to obtain the particular class of leaf necessary for his business.

"Unless some further modification of the existing regulations, or some increase in the allowance is granted, it is feared that many manufacturers, especially in the cigar and roll branches, will be unable to keep their factories open much longer, the situation having already become critical and acute owing to the impossibility of their obtaining sufficient raw material of the proper kind to suit their trade.

"The home trade, partly as the result of the extremely high duty, but chiefly owing to the absence of several hundred thousands regular smokers on active service in various parts of the world, has been very quiet, not to say slow. This is evidenced by the Board of Trade returns, which show considerable falling off in the figures relating to tobacco retained for home consumption. Manufacturers, however, have had their hands full all through the year with Government and other orders for the troops abroad, which have kept their factories busy, and in most cases working to their utmost capacity.

"The year just closed witnessed a most remarkable and extraordinary increase in the prices of all classes and growths of leaf tobacco of every description. Up to the opening of the market for the 1916 crop, however, American leaf had not advanced to any great extent, the slight increases in quotations being chiefly due to the high freights, additional war risk insurance, and other similar charges, but when the new tobacco from the bright belts of Carolina and Virginia came into the market in the autumn, prices at once showed advances of something like 50 per cent. to 100 per cent. over those realized in 1915, and so far from becoming easier, or exhibiting any signs of weakening, became firmer and still higher as time went on, until towards the close of the year, they stood at figures never before known, certainly for the last fifty years.

"The cause of this sudden and rather unexpected advance in these particular growths, was primarily the increased world's demand for light cigarette leaf, which the supply was totally inadequate to meet. The acreage planted was somewhat in excess of that of the previous year, but partly owing to adverse weather conditions, particularly in the early stages of its growth, which affected the size and breadth of the leaf, and partly also on account of the impossibility, owing to the war, of obtaining the chemical fertilizers usually employed, the crop resulted in a considerable shortage in weight, estimated to amount to something between thirty and forty million pounds.

"The absence of fertilizers, while no doubt reducing the yield per acre to some extent, seems, however, to have had a beneficial effect on the quality of the leaf grown, especially in regard to the important feature of good burning, the last two crops having been exceptionally satisfactory in this respect.

"Dark Western tobacco, used in the manufacture of shag and roll, although higher in price, did not advance to anything like the same extent as the bright growths of Carolina and Virginia, the chief demand all over the world, a demand which seems to be increasing and becoming more insistent year by year, being for light and mild tobacco suitable for cigarettes.

"All growths of tobacco, other than American, have been throughout the year, and still are, at almost prohibitive prices, and in some cases were hardly obtainable at all. The time seems not far distant, if it has not already arrived, when manufacturers will have no option but to use American leaf entirely in their factories, as was the case before the American Civil War, when so-called substitutes were unknown.

"The urgent and persistent claims of the military authorities for additional men for the Army most seriously inconvenience all engaged in the industry, from the importer to the retailer, and business in every branch of the trade has been carried on with considerable difficulty in consequence. Not only wages, but every article used in the manufacture of tobacco has risen enormously, so that the cost of production is now fully double what it stood at in normal times.

"When in addition to these unfavorable conditions we have the cost of all descriptions of the raw material advancing by leaps and bounds, it was not surprising that manufacturers should have held meetings to discuss the advisability, or rather the necessity, of increasing the price of the finished article to the consumer.

"Cigar manufacturers towards the close of the year, owing to the reduced stocks of old priced leaf in the country, and the difficulty in obtaining further supplies, even at the increased quotations, found themselves compelled to raise their prices to the trade and public, and it is only a question of time when tobacco and cigarette manufacturers will have to take the same course, an advance, and a substantial advance, being inevitable, if the business is not to be carried on at a loss.

"It seems almost certain that there are still even more difficult and critical times before the trade in the near future, and it will only be possible to meet and satisfactorily deal with such conditions, should they arise, by all concerned being united and working and acting together for the common good."

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FOR SALE—Molds. Two hundred cheroots, twenties, 3½; two hundred cheroots, twenties, 4½; fifty perfecto, tens, 4½; fifty perfecto, tens, 5. Downard & Koking, 42 Vine St., Cincinnati, O.

FOR SALE—Four good cigar-flavoring formulas for $500. Send express or money order to George Doenges, 311 West Morgan Street, Jacksonville, Ill.

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Packed in a
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ENGLAND WANTS MORE TOBACCO

English Importers Want Assurance That Raw Leaf Privilege Expiring May 31st Will Be Renewed

FROM our English contemporaries it is observed that the situation in England as regards the supply of raw leaf is not all that might be desired. The one-third of their 1915 imports which they were allowed to bring in between June 1, 1916, and May 31, 1917, is already exhausted in most cases. The leaf situation in the United States appears to English importers to make it imperative that they purchase their leaf immediately. By petition to the Board of Trade, the Tobacco Trade Section of the Incorporated Chamber of Commerce of Liverpool seeks the removal of the prohibition on leaf imports altogether, or at least a renewal of the present licenses. The "Tobacco World" (London), from which we take the petition, states that the Memorial, as it is called, has been approved, without qualification, "by three-fourths, if not four-fifths, of the manufacturers in the United Kingdom." The petition follows:

"The opening of the American markets for the sale of loose dark tobacco of the 1916 crop in Planters' order which is now taking place renders it necessary for the Tobacco Trade Section of the Incorporated Chamber of Commerce of Liverpool to respectfully draw your attention to the position of the trade in the United Kingdom, in which connection the following facts may be of interest:

"1. The United Kingdom is dependent upon the United States of America for about 90 per cent. of its supplies.

"2. Of the total American crop the United Kingdom consumes (including supplies for our Army and Navy) about 12 per cent., and handles for re-export a further about 2 per cent. manufactured and 1 per cent. unmanufactured tobacco.

"3. The world's demand for American tobacco is increasing, in consequence of which there are practically no supplies of old crops for sale in the United States, and unless the British trade promptly secures its share of the 1916 crop, almost the whole of it will be sold for domestic consumption in America and for other foreign countries which would be glad to secure for reserve stock the proportion of the crop which the United Kingdom usually takes.

"4. For manufacture in the United States and most other foreign countries, raw tobacco is packed in 'soft order,' in which condition it cannot be used here. In the United Kingdom duty is payable on the article as imported at the rate of 5s. 6d. per lb. in leaf, or from 500 to 800 per cent. of its present value in bond. Consequently, tobacco for this country has to be packed in special condition, known as 'English dry order,' and climatic conditions also make this a necessity.

"5. The crop movements referred to in the foregoing, render it incumbent for the raw tobacco importers of the United Kingdom to make their contracts to purchase and handle in the special condition described, without delay, but so pressing have been the demands made upon them by the manufacturing trade that the licenses granted to them in June last, to import between June 1st, 1916, and May 31st, 1917, one-third of the quantity which they imported in the calendar year 1915, are practically exhausted, and in order that they may be put into a position to purchase and handle the proportion of the new crop which it is necessary for the United Kingdom to secure, importers desire some assurance that they will be allowed to import the same.

"6. Dependent for their supplies of raw tobacco upon the Liverpool, London, and other markets of the United Kingdom are the following interests, the great bulk of the supplies being in Liverpool, which is far and away the largest market, viz.:

"(a) The Admiralty.
"(b) About 200 firms of manufacturers.
"(c) The export trade.

"After receiving their proper proportion, viz., about one-third of their 1915 purchases, under the existing licenses many buyers are still short of stock of some grades, and unless further licenses are granted, will within a short space of time be under the necessity of curtailing their businesses and losing valuable connections, which they may never recover. Further, certain export business which used to be done by German manufacturers is now being offered to British traders, but they cannot entertain this unless they can see their way to obtain further supplies of raw material.

"7. Many of the chief steamship companies in the Atlantic trade have been for several months past, and are at the present time soliciting consignments of raw tobacco from the United States to the United Kingdom, and have materially reduced freight rates in an endeavor to secure them, but in consequence of the restriction on imports of the article into this country, importers can only avail themselves of these offers to a very limited extent. When the restrictions were put into force the tobacco trade was officially informed that the only object of the regulations was economy of steamer space required for more urgent imports. It has been proved in practice, however, that steamer capacity cannot be used to its fullest extent unless a proper proportion of light weight cargo is available, so as to evenly stow the holds of the vessels, and raw tobacco and cotton are about the only forms of merchandise suitable for this purpose which come from the United States to the United Kingdom.

"8. In view of the foregoing facts, the Tobacco Trade Section of the Incorporated Chamber of Commerce of Liverpool respectfully requests that the Proclamation prohibiting unrestricted imports of Raw Tobacco should be annulled, or if from motives of State this course is inadvisable, then that Importers should be granted further Licenses on the same basis and conditions as those given in June last (which have been handled to the general satisfaction of the Trade) for a further 33 1/3 per cent. of the quantity which they imported in the standard year 1915, such additional Licenses to be available until the 30th September next.

"The Memorial is signed by Mr. Thomas Parry (Acting Chairman of the Tobacco Trade Section), and Mr. J. L. McCarthy (Assistant Secretary)."

Additional Schulte Leases in New York City

The Schulte Cigar Company have leased, through Spear & Company for a long term of years from the Department Store Realty Company, the entire ground floor and basement space containing ten thousand (10,000) square feet in the property at the northwest corner of Eighth Avenue and Eighteenth Street. The Schulte Company will make extensive alterations and improvements, and will occupy the corner portion for a branch establishment of its business. Pease & Elliman have been appointed renting agents and report that negotiations are pending to lease the remaining portion to a large well-known wholesale concern.

Pease & Elliman have leased to the Schulte Cigar Company in the Colonial Hotel property at the northeast corner of Columbus Avenue and Eighty-first Street, the large ground-floor store 447 Columbus Avenue. The lease is for a long term of years, and the Schulte Company, upon completion of alterations, will open a branch establishment.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

K. & S. FIRST BANNER:—40,021. For cigars. January 2, 1917. Kuhles & Stock Co., St. Paul, Minn.
SMOK-AGE:—40,022. For all tobacco products. December 28, 1916. American Litho. Co., New York City.
SMOKE AGE:—40,023. For all tobacco products. December 28, 1916. American Litho. Co., New York City.
MEDIATOR:—40,024. For cigarettes. December 23, 1916. N. A. Calogridis, New York City.
GARCIA FLORENCE:—40,028. For cigars, cigarettes and cheroots. January 3, 1917. Malbinez & Co., Brooklyn, N. Y.
SPENCER WILSON:—40,029. For cigars. January 4, 1917. Ajax Cigar Co., York, Pa.
18-30-2:—40,030. For cigars. January 2, 1917. Wm. Friedman & Co., Detroit, Mich.
O. B. C.:—40,031. For cigars. December 13, 1916. Jose Maria Menendez, Orlando, Fla.
ANTIC:—40,032. For cigars. December 27, 1916. H. M. Lakoff, Philadelphia, Pa.
LA BREE:—40,033. For cigars. December 26, 1916. H. E. Gessell, Thief River Falls, Minn.
SAN-I-PAC:—40,034. For all tobacco products. December 29, 1916. American Litho. Co., New York City.
TRA SUMA:—40,035. For all tobacco products. December 29, 1916. American Litho. Co., New York City.
ROCKINGTON:—40,038. For cigars. December 30, 1916. Suarez Segar Co., Hazardville, Conn.
OLD FATHER WILLIAM:—40,039. For all tobacco products. December 18, 1916. Landfield & Steele, Chicago, Ill.
ENRIQUE FROM:—40,040. For cigars. December 22, 1916. Henry J. Fromherz, Tampa, Fla.
BETTY STARCK:—40,041. For cigars, cigarettes and tobacco. January 6, 1917. The Moehle Litho. Co., Brooklyn, N. Y.
SEREMONDA:—40,043. For all tobacco products. January 4, 1917. American Litho. Co., New York City.
MONTE LEO:—40,044. For all tobacco products. January 4, 1917.
MARCELINA WEBB CIGAR CO.:—40,045. For cigars, cigarettes and tobacco. January 10, 1917. M. & W. Cigar Co., Tampa, Fla.
SUPPLIER:—40,046. For all tobacco products. January 6, 1917. American Litho. Co., New York City.
EL CONCLUDO:—40,047. For all tobacco products. January 6, 1917. American Litho. Co., New York City.
WALWORTH COUNTY FAIR:—40,048. For cigars. January 4, 1917. John Hoberg, Elkhorn, Wis.
THEO KELLER CO.'S 36:—40,049. For cigars, cigarettes and tobacco. December 29, 1916. F. M. Howell & Co., Elmira, N. Y.
MR. RAE:—40,050. For all tobacco products. January 11, 1917. Hull, Grummond & Co., Inc., Binghamton, N. Y.

TRANSFERS

TRI-COLOR (Trade-Mark Record). For cigars. Registered January 19, 1889, by George Schlegel, New York City, and was transferred to Oscar Hammerstein, New York City, January 5, 1917.
DETROIT NEWS (Tobacco Leaf). For cigars. Registered August 25, 1905, by David Segan, Detroit, Mich., and was transferred to Bernard Swartz, Detroit, Mich., January 2, 1917.
LYNETTE (United States Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered April 3, 1906, by Heywood, Strasser & Voigt Litho. Co., New York City, and was transferred to Tri-State Cigar Manufacturing Co., New Brunswick, N. J., January 5, 1917.
DOUBLE DUTCH (United Registration Bureau). For all tobacco products. Registered October 10, 1905, by Ringer Bros., Chicago, Ill., and was transferred to J. J. McCauley & Son, Ulrichsville, Ohio, January 10, 1917.
MR. ALEXANDER RAE (United Registration Bureau). For all tobacco products. Registered May 18, 1915, by Bondy & Lederer, New York City, and by various transactions was acquired by Hull, Grummond & Co., Inc., Binghamton, N. Y.
WACOUTA (Tobacco Leaf). For cigars. Registered January 12, 1891, by Hart, Murphy & Waaler, St. Paul, Minn., and was transferred to Hart & Murphy, St. Paul, Minn., January 11, 1917.
HAVANA BULLS (Tobacco World). For cigars and cigarettes. Registered February 3, 1914, by Enterprising Cigar Co., New York City, and was transferred to W. J. Gould, New York City, November 4, 1916.
ARTOLA (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 27, 1915, by Pasbach-Voice Litho. Co., New York City, and was transferred to Central Cigar Co., Detroit, Mich., December 8, 1916.
LORD CURZON (Trade-Mark Record). For cigars. Registered March 1, 1899, by L. Levy & Son, New York City, and by various transactions was acquired by Ed. T. Colgan, Los Angeles, Cal., January 17, 1917.

CANCELLED

OLD TRUSTY:—40,012. For cigars, cigarettes and tobacco. December 7, 1916. Moehle Litho. Co., New York City. (Cancelled January 10, 1917.)
BOBOLINK COUNTRY CLUB:—40,002. For all tobacco products. December 5, 1916. American Litho. Co., New York City. (Cancelled January 10, 1917.)

A USEFUL HINT

"The retail merchant," said a man of experience, "should place in every package that leaves his store some form of advertising matter that is likely to bring back again the purchaser of that bundle.

"Unless it be in a small town, nearly one-half of the trade in a retail store is made up of transient shoppers; of people who have not, as yet, established a permanent place of trade. Everything possible that is fair should be done to make regular patrons out of these transients.

"Let them know all about your business and your stock that it will be to your profit to have them know. The circular or leaflet slipped into the bundle is one way of giving them that knowledge. A little booklet full of facts about your business is a good thing to use. The cost should deter no one, for if it is properly done, it is the cheapest form of advertising you can get. Cheap, because experience has shown that it goes a long way towards getting and holding trade."

GUMLESS BANDS
SANITARY AND EFFICIENT
FINEST IMPORTED
Cigar Bands and Labels
GARRETT H. SMITH
United States and Canadian Representative
Compañia Litográfica de la Habana, Habana, Cuba
106 EAST 19th STREET, NEW YORK CITY
Telephone, Gramercy 4880

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.

IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.

Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

E. Rosenwald & Bro.

145 WATER STREET --- NEW YORK

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

Correspondence with wholesale and jobbing trade invited

Factory and Offices: WRIGHTSVILLE, PA.

JOHN F. HEILAND & CO.

Lancaster County Fancy B's

LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited

KEYSTONE VARIETY WORKS
HANOVER, PENNA.

Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver

Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"

Almacen de Tabaco en Rama

SPECIALTY—VUELTA ABAJO AND ARTEMISA

126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER

Leaf Tobacco Merchant

HAVANA, CUBA—Consulado 115

NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

GEO. SCHLEGEL

22nd St. and Second Ave., NEW YORK

MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

J. K. LEAMAN

Packer of and Dealer in **Leaf Tobacco**

Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-in-Hand, Lancaster Co., Pa.

John F. Nissly & Co.

Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN

Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
[illegible] Puerto Rico Warehouse: New York Office:
SAN MIGUEL 136 CAYEY 194 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.

Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of **LEAF TOBACCO**

Office and Warehouse, 15 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1860

Keystone Cigar Box Co., Sellersville, Pa.

Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer

MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK

Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse

Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba

Address: Cable "UNICUM" P. O. Box 28

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904

H. W. HEFFENER & SON

Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

PHILADELPHIA OFFICE
322 Chestnut Street

SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO, SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJÓ TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26th STREET & 9th AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

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179 West Washington St., Chicago, Ill.

CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

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SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
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CIGAR FLAVORS
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BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

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BRANCH OFFICE
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CIGAR LABELS OF HIGHEST QUALITY
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SHOW CARDS
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WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

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INTENTIONAL SECOND EXPOSURE

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf o Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

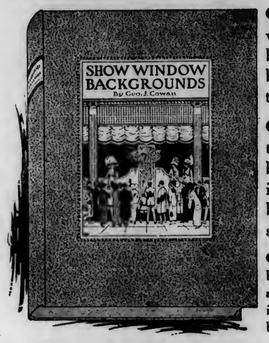
THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

1117 Broadway
New York

J. Peterson
PRESIDENT

A New Window Trimming Book



¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World

236 Chestnut Street Philadelphia

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are handmade and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

INTRODUCING

TOPIC

Like Bold in the nickel market "Above All" in selling, in quality, in character is

TOPIC

Our new ten cent cigar

TOPIC

is a real clear Havana domestic wrapped cigar

"ABOVE ALL"

our reputation is in back of our new product

TOPIC

BOBROW BROS.

PHILADELPHIA

LIBRARY
RECEIVED
MAR 24 1917

THE TOBACCO WORLD

FEBRUARY 15th
1917

Leading Features

Amendment to Place Ad Valorem Tax on Tobacco Industry Fails

American Federation of Merchants Formed in New York City

British Government Might Make Effort to Raise Its Own Leaf After the War

The New "Tuxedo" Campaign

Suggestions for the Retailer

Office Boy's Column

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVII No. 4

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

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Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf o Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

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F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

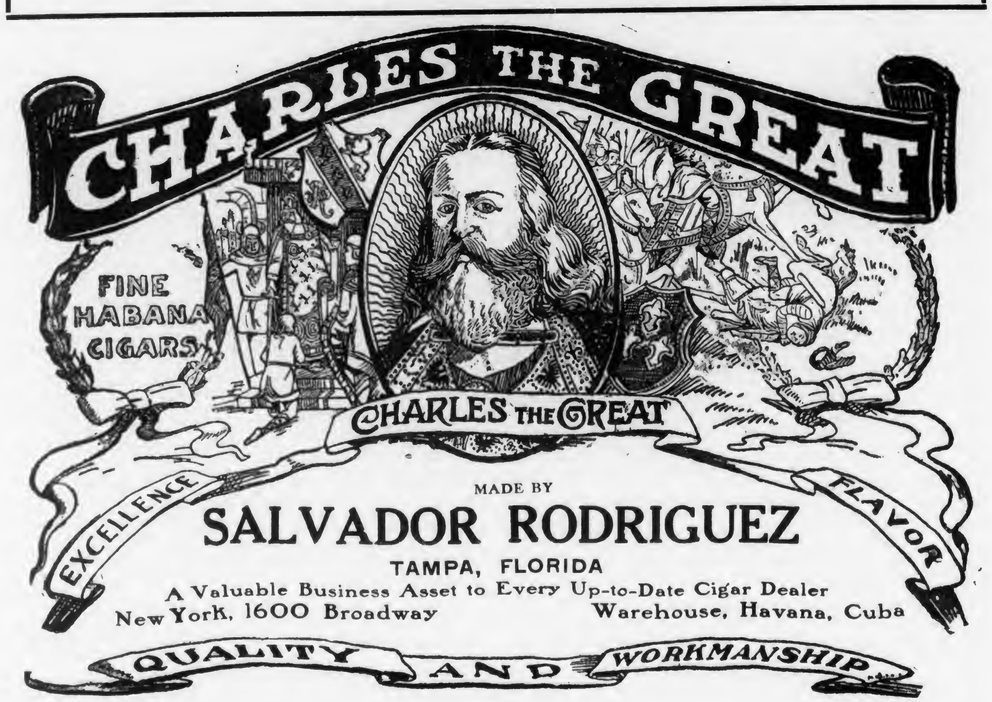
TRADE MARK
Reg. U. S. Pat. Office

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



The same great organization, kind of advertising and quality standards that have made

WDC TRADE MARK

The Wellington

THE UNIVERSAL PIPE

the world's biggest selling pipe—are back of

The Big Four

BRIGHTON, to retail at	$ .35 and up
WINDSOR, to retail at	.50 " "
STRATFORD, to retail at	.75 " "
W. D. C. HAND-MADE, to retail at	1.00 " "

You offer your customers their choice of 24 different shapes in each grade! All are genuine French Briar Pipes with vulcanite bits. You can carry *all* of these popular, *nationally advertised* W. D. C. Pipes in a relatively small stock, and you'll find them quick to turn over, quick to make good profits for *you!*

Write for details—right away!

WM. DEMUTH & CO., New York

La Flor de Portuondo

"EL GRANDE"

The Juan P. Portuondo CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

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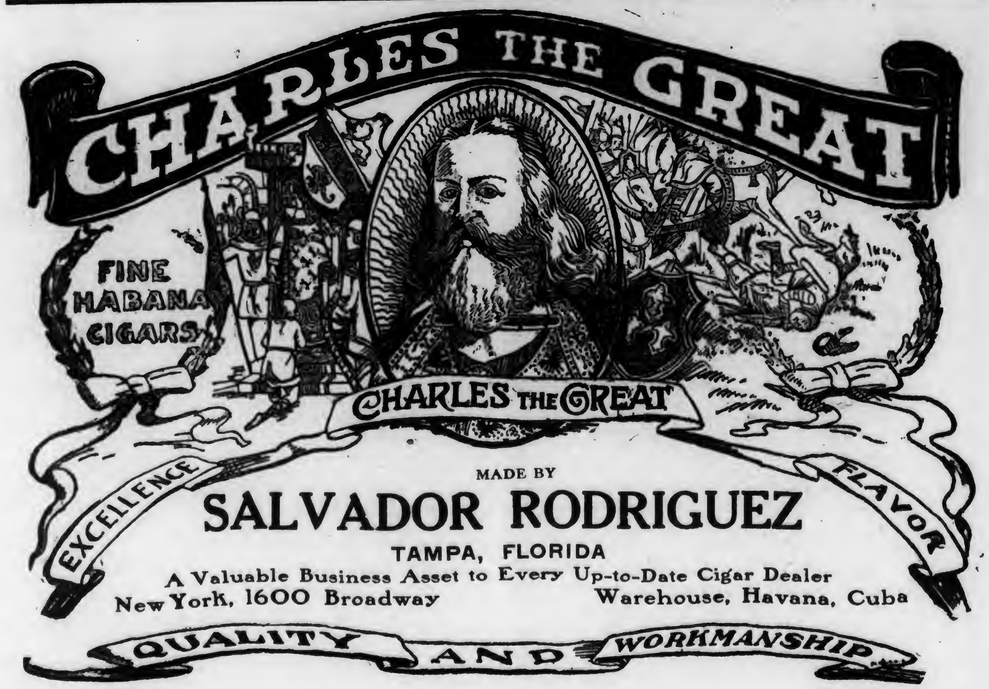

MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

The same great organization, kind of advertising and quality standards that have made

WD C TRADE MARK

The Wellington

THE UNIVERSAL PIPE

the world's biggest selling pipe—are back of

The Big Four

BRIGHTON, to retail at	$ .35	and up
WINDSOR, to retail at	.50	" "
STRATFORD, to retail at	.75	" "
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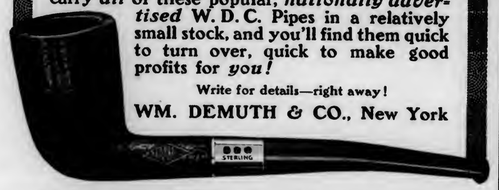

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For Gentlemen of Good Taste

San Felice

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The Deisel-Wemmer Company

LIMA, O.

IRREGULAR PAGINATION

EISENLOHR'S

Cinco CIGARS

reduce selling cost—because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS., INCORPORATED PHILADELPHIA.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best;

LA DEVESA DE MURIAS HABANA

STAG TOBACCO

We are *proud* of STAG.

And your customers will *like* STAG.

Because STAG is the ripened product of "156 years' experience in making good tobacco!"

You lay a smooth, firm road to loyal patronage when you recommend STAG.

STAG *backs* you up!

EVER-LASTING-LY GOOD

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

LIVE DISTRIBUTORS WANTED

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

Write for Open Territory

Factory: Key West, Fla.

New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

LA FLOR DE R. A. BACHIA Y CA TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET NEW YORK	TAMPA FLORIDA	LEALTAD 129 HAVANA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR

DON'T tell *me* the world ain't growin' better. Most things improve with age—just like tobacco.

Velvet Joe.

YOU cannot think of mellowness without thinking of age. Mellowness is that mildness, smoothness and full flavor we all want in our pipe tobacco, and there is no better way of mellowing tobacco than letting it age *naturally*.

Say to the storekeeper: "Give me a tin of Velvet, please," and know for yourself the tobacco cured in Nature's way.

WE CONFIDENTLY predict a record-breaking year for Velvet Smoking Tobacco in 1917. Advertisements like this are one of the reasons for that prediction. Millions of smokers will read this advertisement in the magazines and newspapers.

Liggett & Myers Tobacco Co.

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y CA. HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE

General Representative for United States and Canada

115 Broadway New York

By Special Appointment

To the Late King Edward VII

Philip Morris Cigarettes

The World's Oldest Highgrade Turkish

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

LIPSCHUTZ'S

44

CIGARS

"44 Cigar Co." Philadelphia

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

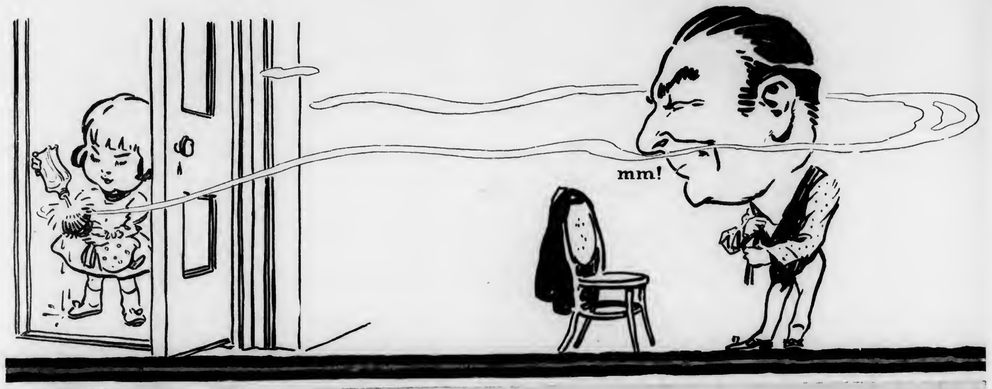
"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida



HOW do you know wee Jennie's at Mother's Perfume?

"Your Nose Knows"

By the lavish *fragrance* that permeates the house. It makes you smile. How natural that love of fragrance—how irresistible the fragrant things. It's the *pure fragrance* of a thoroughly good tobacco that attracts you to it—that wins you—for *pure fragrance* is the surest guarantee of satisfaction. "Your nose knows."

Pure fragrance is the soul of

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

Made of the most fragant leaves of the tobacco plant—the tender Burley leaves, ripened in the Blue Grass sunshine of old Kentucky, mellowed and carefully blended—Tuxedo has a fragrance all its own. "Your nose knows."

Try This Test: Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by
The American Tobacco Co.
INCORPORATED

One of the Current TUXEDO magazine advertisements

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

Because we have produced a genuine clear Havana cigar that pleases many smokers of high-class goods you will find one or more of the San Martin & Leon brands constantly in stock in many of the better class of cigar stores, cafes and clubs throughout the country.

"Flor de San Martin & Leon", "Hoyo de Cuba" and "El Briche" are brands made by us under Government supervision in a bonded factory. Into these cigars are put the finer qualities of Cuban leaf grown on our own plantations on the Island of Cuba.

You can profitably better your trade by stocking one or more of these brands.

San Martin & Leon
Tampa, Florida
Member Tobacco Merchants' Association

Write for exclusive agency for the
"Lord" Cigar

The Cigar that the

Consumer comes back For

"Exceedingly Better"
HENRY'S CIGAR CO., Philadelphia, Pa.

ESTABLISHED 1867
Y. Pendas & Alvarez
WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"
Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

QUESTION: "Why is FRAT cleaning up?"
ANSWER: "Biggest value in smoking tobacco world."

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.
Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

"LA MEGA" MADE IN BOND
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa / Calcutta, 10 Government Place / Alexandria, Rue Cheriff Pacha / CAIRO, Head Office and Factory / Hamburg, 18-20 Grouse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD, PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, FEBRUARY 15, 1917. No. 4.

AMENDMENT PLACING ADVALOREM TAX ON TOBACCO INDUSTRY FAILS

Graduated Tax on Cigars and Cigarettes Proposed by Senator Shields of Tennessee—Democratic Caucus Rejects Proposal After Discussion

THOSE on the outside looking in cannot understand why the tobacco industry should not provide a fair portion of the sum which is expected to be raised by the new revenue bill. For that reason Senator Shields, of Tennessee, in the Democratic caucus of the Senate offered an amendment which would place a graduated tax on cigars and cigarettes based on their respective values, as well as additional taxation on the liquor industry.

Previously Senator Shields had presented his proposal to the Committee on Finance who did not support it. He then presented it to the caucus which also failed to adopt it. It is said that the Senator may take it to the floor of the Senate and demand a vote on the amendment with better chances of making it uncomfortable for the tobacco interests. This hope, however, is based largely on the belief that these are several phases of the revenue bill as it now stands that will have sturdy opposition when the bill comes up.

Following the presentation of the proposed amendment to the revenue bill to the Committee on Finance, the National Cigar Leaf Tobacco Association, through Charles Fox, chairman of the Legislative Committee of that body, directed a protest to the Committee on Finance, which read as follows:

"On behalf of the National Cigar Leaf Tobacco Association I wish to enter an earnest protest against the adoption of that portion of the amendment presented by Senator Shields, of Tennessee, on the second instant, imposing graduated taxes on cigars. The enactment of such a provision would deal a heavy blow to an important industry which is now supplying a very large amount of revenue to the government, revenue that would probably be diminished rather than increased by the imposition of the proposed taxes.

"On numerous occasions the project to levy graduated taxes on cigars has been brought forward, and some years ago Congress enacted such a law but speedily repealed it at the urgent solicitation of the Treasury Department. It was a failure from the outset, produced no additional revenue, and only served to incite fraud.

"The impression that the cigar selling at retail for more than five cents pays no more tax than is paid by the nickel cigar and those retailing at lower prices is wholly erroneous can easily be demonstrated. The chief line of demarcation in the trade, it should be said, is five cents and not four cents as is suggested in Senator Shield's amendment and it is a well-known fact that those cigars which sell at more than five cents each constitute less than ten per cent. of those sold both foreign and domestic. This small proportion, amounting to less than one-tenth of all the cigars marketed, now pays a much greater proportionate revenue than goods selling for 5 cents or less. Imported cigars of Cuban manufacture pay a customs duty of about $60 per thousand in addition to the internal revenue tax at $3 per

(*Continued on Page 18*)

ORGANIZE AMERICAN FEDERATION OF MERCHANTS IN NEW YORK CITY

Aims to Improve Conditions for Small Dealers—Will Seek to Promote All Laws Aimed at Illegal or Unfair Trading—Nicholas Ehrlich Temporary Chairman

FEBRUARY 12, 1917, in the offices of the American Fair Trade League, in New York City, a representative gathering of merchants of different trades organized the American Federation of Merchants, for the protection of small merchants and support of the price maintenance measure. Nicholas Ehrlich was elected temporary chairman; Mr. Hansen, co-editor of the "New York Commercial," vice-chairman; Mr. Mason, editor of the "Business Record," secretary; Mr. Rosengreen, editor of "Automobile Club of America," treasurer; Robert H. Charleton, of 115 Broadway, counsel and attorney. Mr. Ehrlich, the chairman, in his remarks, said:

"It is a pleasant coincidence that our first organization meeting was called on Lincoln's Birthday. Abraham Lincoln freed the colored man from slavery. We attempt to organize a federation of merchants to liberate themselves from the chains of cut-throat competition and unjust annihilation. The grocer and the butcher, the drygoods man and the delicatessen man, the cigar dealer and the newsdealer, all the small merchants and even small professional men, who are in the law business or medical business, are performing a necessary function for the good and welfare of the community.

"They are useful to society and are entitled to justice. We are a part of the community. When we destroy the small merchant we destroy the best element of society, the strong pillar of democracy.

"The merchants today are struggling for an existence, but, what about our children? What can we plan for their future, if the bottom of the means of our living is disappearing?

"The kind of business we had fifteen years ago is gone forever and the amount of business we do today will not stay with us in the years to come. Like the floating water in a river, the water of yesterday will never come back and the water of today will not be there tomorrow. The river is there, but not the same water. The business will be here, but we merchants of today will be gone and forgotten.

"Let us look up some facts. A fifty-million-dollar market was formed the other day in Philadelphia, taking in thirteen hundred grocery store. What chance will an individual grocer have to compete with this fifty-million-dollar company?

"The financial reports of business done by S. S. Kresge Company in 1916 was 26 per cent. greater than in 1915. The Woolworth Company has done business over $87,000,000 worth in 1916, an increase of 14 per cent. The McCrory Stores Corporation has increased its business 21 per cent. in the last year. The Acme Tea Company has increased its business 20 per cent. in the last year. The Sears-Roebuck Company does an annual business of about $200,000 worth, at about 50 per cent. gross profit. The Liggett Drug Stores in a one-cent sale circular states that

(*Continued on Page 18*)

IRREGULAR PAGINATION

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A Suggestion

Following the growth of the automobile industry when an increasing number of accidents made it plainly evident that some regulations must be made regarding their operation, in a number of the States it was the manufacturers and dealers themselves who went to the legislatures with suggestions urging laws. They did this before a lot of fool lawmakers who knew little or nothing about automobiles got together in a rage and passed laws that would probably have done permanent injury to growth of the industry and to the sales and use of the automobile.

The automobile manufacturers admitted that legislation was necessary and they proceeded to co-operate in the framing of bills which placed restrictions on their use but which at the same time offered protection to the vast body of motorists who used care and consideration in the operation of their machines.

The other day at a dinner a former State senator and a publisher, both of whom use cigarettes, arose in turn and stated that the enforcement of the anti-cigarette laws in Pennsylvania amounted to very little in the larger cities, and they both said that they would favor legislation of a most radical kind to keep the cigarette away from their sons until they reached maturity.

The claim was made that the dealers in the first place were, for the most part, very careless in selling cigarettes to minors, and in the second place that there was no effort made to apprehend youthful offenders who, they said, could be seen smoking under the very eyes of the police in every part of the city.

It seems to us that the growing antagonism against the cigarette as indicated by the increasing number of bills directed against their use and sale, now appearing in State legislatures, would arouse the manufacturers to some action on their own part.

It is just as unlawful for a minor to buy cigarettes as it is liquor, in many of the States. In most liquor establishments the purchaser is warned of this law by signs, and we believe that it would be to the best interests of the dealers to uphold the law in this manner as regards the sale of cigarettes.

Perhaps the most striking way of ridding the statute books of obnoxious or unfair laws is to work for and demand their strictest enforcement. Let the manufacturers come forth and say that they, themselves, want to see the law enforced, and then, if necessary, assist the authorities in the prosecutions against not only the dealers who sell to minors, but the minors who are smoking unlawfully. We do not recommend a crusade. We do recommend a stern determination to force the authorities to enforce the law to the limit continuously. We venture to say that in States where the laws are unfair and obnoxious there will soon be an effort made to get those laws off the books and to replace them with ones more equitable.

And if such laws were enforced we venture to say that the number of minors smoking in violation of the law would be found to consume a very, very small quantity of the cigarettes now manufactured which would discredit to a large extent the statements of violent anti-cigarette crusaders, and at the same time cool down the alarming growth of sentiment against the cigarette.

Walter M. Carroll

Walter M. Carroll, fifty-seven years of age, for many years one of the best-known residents of Lynchburg, Va., and a retired tobacconist, died recently. He had been ill some months, and his death was not unexpected.

Mr. Carroll was a son of Mrs. Sallie F. Carroll and the late John W. Carroll, and during the life of his father was associated with him in the tobacco business, under the firm name of John W. Carroll Tobacco Company. For a number of years Mr. Carroll had been living a retired life.

Mr. Carroll was twice married, his first wife having been Miss Mattie Venners, who died in 1905. In November 1906, he married Miss Rebecca Hooper, of Roanoke, who with a little daughter, Rebecca, survives him. In addition to his wife and child, he is survived by his mother and the following brothers and sisters: William S. Carroll, Staunton; R. Layman Carroll, Dr. John W. Carroll, I. Holcomb Carroll, Mrs. John E. Gannaway, Mrs. James Nebbitt and Mrs. C. A. H. Leys, of Lynchburg, and Mrs. Charles Miller, of Staunton.

Cincinnati

John C. Davis Fifty-eight Years at One Stand—Strobl Brothers to Incorporate Business—Matches Growing Scarce

Cincinnati, O., February 10.

APPLICATION has been made by Strobl Brothers for incorporation as Strobl Brothers Company, to succeed the present partnership of William J. and Joseph A. Strobl. The corporation will be capitalized at $20,000. This step will enable them to expand their jobbing and retail departments. After April 1 the corporation will have the distribution of the "Invocar" cigar made by M. Bustillo & Company. It will be handled in six sizes. They also have the distribution of the "Cinco" in this territory.

Max Straus has left for Kentucky territory on a two months' trip.

Gus Bloch, who has been connected with the sales force of Fritz Brothers for some time, is now selling for Joseph Knecht, the cigar manufacturer at 321 Sycamore Street.

Jack Planco, of Ruy Suarez & Company, was a recent visitor. He secured some nice orders on the "Planco" brand.

L. Sanchez & Company were represented here recently by Charles J. Castillo who booked some very satisfactory orders on the firm's brands.

The "In-B-Tween" cigar, manufactured by Kraus & Company, is getting a bigger distribution and sale in this territory due to the efforts of Straus Brothers & Company, who handle the brand in this territory.

The United Cigar Stores are holding a "Manila Week" during which they are featuring two-for-five and five-cent goods mostly. Sales are said to be most gratifying.

George Marks, who represents the famous pipe house of William Demuth & Company, has been in town taking numerous orders for the big selling "Wellington" and the "Big Four" combination.

Charles Straus, of Henry Straus, has recently returned from New York with the information that on March 9 the General Cigar Company (formerly the United Cigar Manufacturers Company), will raise the prices on all standard nickel brands to $37.50 per thousand.

February 1 marked the fifty-eighth year of business for John C. Davis at 412 Vine Street. He has been in the same location during the entire period.

Smokers of "Tango" stogies are now buying them five for ten cents instead of three for a nickel as formerly. The price on them has been advanced from $13 to $15.

Some work has been done on the new "La Sultana" cigar in this territory by F. J. Gleichman, who represents the Tobacco Corporation of America, the manufacturers.

Gerson J. Brown, president of the J. B. Moos Company, has been on a visit to New York City conferring with a number of manufacturers whose brands the company handles.

Retailers state that they are continually meeting with difficulty in getting a sufficient supply of matches. It is said that the jobbers are in the same boat and they are endeavoring to distribute their supply as equitably as possible among their customers.

Itan.

According to recent investigation of the shortage of cigar makers in Davenport, Ia., it is said that at this time the factories could use an aggregate of five hundred more hands, two hundred of this number as skilled cigarmakers and the balance as learners.

A MOVING PICTURE SCENARIO

We cull the following from a story in one of the big daily newspapers, only the names are changed:

"Mr. Black approched him, according to Mr. Blooey's statement, with the remark, 'We had just as well settle this now,' and drew his pistol. Mr. Blooey states that he knocked Mr. Black's gun upward, diverting the shot, and dashed for his own pistol. The two men then met again and both fired.

"Mr. Black's funeral will be held at the First Baptist Church Saturday morning."

WE ARRIVED AT THE SAME CONCLUSION

The other day a certain newspaper devoted a column to relating how a big hold-up man, armed with a 32-calibre revolver, was frustrated by a little cigar clerk in his attempt to rob the store. Paragraphs were devoted to telling about the terrific struggle for the possession of the gun, how they rolled on the floor, how the gunman tried time and again to shake the clerk off and to shoot him, and how through it all the clerk held on tenaciously to the hand which grasped the gun and kept it pointed away from his body. And on and on, through sentence after sentence, the tale of the struggle is told in words thrilling enough to have described the Battle of the Marne. And finally we reach the point where the poor clerk is almost exhausted and about to succumb to the stronger man, when help arrives, and the gunman is subdued by a timely rap from a policeman's billy. And evidently in great fear lest we judge the clerk a miserable coward, the reporter adds that "the Lieutenant of Police declared that the cigar clerk showed extreme daring and courage"!

HORRIBLE EXAMPLES

If the Oklahoma Anti-Cigarette Bill, which makes a man a felon, if he is caught smoking a cigarette in that virtuous country, becomes a law, it would go hard with Governor Brumbaugh or Secretary of State Lansing, should they visit that Utopian land and forget the law. For we note in the news that "As Secretary Lansing stepped from the door of the White House he gravely paused to light a cigarette," and the unpleasant controversy at Harrisburg, which has resulted in an examination of the Governor's expense vouchers, shows that he also smokes cigarettes "of the Egyptian variety, which cost 20 cents the package."

When we were a newsboy and were caught one day by the Chief Bread-Winner smoking a "whackin white cheroot," we were properly admonished with the aid of an uncomfortably large shingle and solemnly told that because of that act we could never be Governor. We were not greatly impressed at that, however, as our youthful hopes were centered on, some day, becoming the Town Dog-Catcher, which to us offered far great possibilities than being a mere governor.

M. A. Gunst Company Representatives Assembled for the Annual Convention in San Francisco

Tobacco Experiments Fruitful

Experiments begun about eight years ago to improve the quality of the tobacco grown in Lancaster County have resulted in adding several million dollars of value to this great crop, says a news report.

Credit for this improvement is given to Otto Olsen who has been in direct charge of the experimental work in the county for the United States Department of Agriculture, working in conjunction with the Pennsylvania State College.

In 1909 the work of improving the yield and quality of the tobacco began with twenty-six different strains of seed leaf being planted on a farm near Ephrata, Pa. Professor Olsen was placed in charge of the work and by systematic selection of the seed from year to year he finally secured what he considers the best strain to produce a profitable crop in Lancaster County soil. The seed is known as the "Slaughter."

Five hundred seed stalks were selected last fall for distribution purposes, and so great was the demand for it that each grower was limited to a teaspoonful. The general excellence of the seed stalks selected may be understood from the fact that the leaves from these 500 stalks weighed 280 pounds, when cured, and the leaf was all of the wrapper grade. It averaged over half a pound to the stalk, a very unusual yield. Eighteen pounds of seed were secured.

The federal government has just begun another investigation into the tobacco industry in Lancaster County—to learn the cause of black rot, which causes a loss every year of several million dollars in the leaf growing States. E. G. Beinhart, of the Tobacco Investigation Bureau, has constructed, in conjunction with Dr. W. W. Garner, of the National Department, a machine which will test the moisture in tobacco. It is an oven-like arrangement, in which the tobacco is dried in three hours.

The average moisture content in filler tobacco, the kind grown in Lancaster County, is said to be about twenty-four per cent., but this machine will tell exactly how much moisture each leaf contains by computing the loss in weight. It is the belief that excessive moisture is responsible for the black rot, and in order to ascertain the samples will be taken from several thousand cases of tobacco grown in all sections of the county.

If moisture is found to be the cause of the blight, then experiments will be conducted to eliminate the excess moisture.

"O. K." Is New Brand Offered to Atlanta Smokers

A new cigar with the prepossessing name of "O. K." has been placed upon the Atlanta, Ga., market this week. This is a Havana five-cent, hand-made cigar, manufactured in Tampa, Fla., by the Marsicano Cigar Company. R. Marsicano, of this firm, is now in Atlanta looking after the introducing of this splendid new cigar. F. Y. Robson, an expert cigar salesman, will have charge of the distribution in that territory, which will be made through J. N. Hirsch. Both Mr. Marsicano and Mr. Robson are enthusiastic over the outlook for the "O. K." They expect that within a few weeks the sales of "O. K." cigars will run into large figures. They declare this cigar is bound to make a hit wherever it is known, sold and used.

1916 Tobacco Shares on the Dutch Exchange

The exceptional position which Dutch Colonial tobacco has been in, through being granted free export, during a part of the year, to Germany, has made it possible to sell the Dutch crop for record prices. The share quotations showing the 1916 opening and closing rates indicate how profitable this business has been during the past year:

Stock.	Opening of year.	Closing of year.
Amsterdam Langkat (ordinary)	201	232
Amsterdam Langkat (preferred)	251	270
Deli Batavia	342	409
Deli Co.	457	506
Medam Tobacco	145	182
Deli Planting	122½	185
Rotterdam Deli	164	231

War Rumor Brings Rush of Tobacco to Market

Hopkinsville, Ky., February 10.

The rupture with Germany and rumors of its possible effect on the tobacco market has caused a great rush of the weed to the Hopkinsville market in spite of the extremely cold weather. In the last three days the loose floors have sold 777,020 pounds, for which the growers received $80,578.38. This brings the sales for the season up to 5,517,622 pounds, which is more than a million and a half pounds in excess of the same period one year ago. The average for the week was $10.37, which is ten cents under the season's average, due to the poor quality of the tobacco offered.

George Becker, of E. P. Cordero & Company, is among the recent arrivals in the Quaker City.

Factory-Packed Coupon Has a Chance in Some States

The legislative battle between certain radicals among the Retail Grocers' Association and certain manufacturers of specialties, as to whether State laws shall be enacted prohibiting not only trading stamps but also all forms of manufacturer-packed coupons is apparently in a condition of market uncertainty, though the present tally of the various States seems to favor a victory by the manufacturers and the liberal wing of the grocery trade.

The State associations of retailers which have thus far announced the result of the recent referendum of their members, on invitation of the National Retailers, show that the associations in Massachusetts, Rhode Island, New Jersey, Ohio and Illinois have definitely assented to having trading stamps and manufacturer-packed coupons separated in the proposed legislation, while the prospect in most of the Middle Western and Southern States is thought to favor the same opinion. Owing to the active propaganda of the Pacific Coast State associations—which seem to feel that their pet offspring, the Washington trading stamp law, is being assailed, without reference to any other consideration—the States of that region which have reported have refused to differentiate between the two kinds of stamps in their legislation.

The actual legislation thus far enacted tends to favor the manufacturers' claims. At a hearing in Massachusetts a few days ago, the retail grocers came out strongly in favor of prohibiting only the "third party" trading stamp and leaving manufacturers free to do as they chose. In Washington there are two bills pending—to repeal the old law and pass one exempting manufacturers' coupons. In Texas and in Wisconsin the pending bills contain the manufacturer exemption; so does the one reported by the committee in Missouri. In Arkansas, the bill which prohibited both classes of stamps has been defeated.

On the Pacific Coast there is a hot fight in progress, with the outcome still in doubt. In Oregon the trading stamp companies framed bills to repeal the old taxation bill and were defeated. It is said that in some of the Western States the premium manufacturers' champions find themselves facing a strange coalition between the radical retailers and the trading stamp interests, the latter preferring to kill all stamps rather than distinguish between the two classes of tokens.

Prices Increased on Some Bachia Sizes

The new retail price list sent out by R. A. Bachia y Ca., indicates increases on some of the sizes of from $4 to $6 a thousand. On some of the more expensive sizes there has been no increase. Herewith are the box prices. The figures in parentheses indicate the number of cigars in the packing:

Bankers (25) $2.00; Cardinals (50) $5.60; Colonials (50) $4.60; Coquetas (50) $2.35; Coronas de Bachia (25) $3.40; Deliciosos (25) $2.60; Elegantes (50) $3.75; Epicures (25) $2.90; Favoritas (50) $5.75; Favoritas (25) $3.00; Generals (25) $4.00; Invencibles (25) $4.50; Invencible Chicos (25) $2.90; Juniors (50) $3.75; Juniors (25) $2.00; Knickerbockers (50) $5.50; Magnificos (25) $7.00; Manhattans (50) $5.75; Panetelas (50) $4.75; Panetelas (25) $2.50; Panetelas Finos (50) $4.25; Perfeccionados (25) $2.60; Perfectos (25) $3.60; Perfectos Finos (25) $2.90; Perfectos Imperial (25) $3.00; Progressives (25) $2.40; Puritanos Finos (50) $4.70; Regalias (50) $4.50; Selectos (50) $4.60; Selectos (25) $2.40; Sublimes (25) $4.00; Violetas (50) $3.50.

Julius Lewis, a cigar dealer of 345 Central Avenue, Rochester, N. Y., has filed a petition in bankruptcy. The liabilities are listed as $1250 with assets of $200.

AFTER THE WAR, WHAT?

Summary of an Address by Mr. F. C. Schwedtman of the National City Bank of New York Before the Wisconsin Commercial and Industrial Congress at Madison, Wisconsin, Under the Auspices of the Department of Economics of the University of Wisconsin

"The War after the War will be internal rather than external; not a bitter commercial competition with European countries, but a struggle within the nation itself against Waste, Extravagance, Obsolete Methods, Class Prejudices and Economic Ignorance. The great scientist, Pasteur, has said that it is within the power of man to rid himself of every parasitic disease. In the War after the War, we must destroy the germs of Ignorance and Inefficiency to enjoy the greatest industrial health. Competition with foreign nations will take care of itself. The important thing for the United States is to see that its own work-bench is in good order, with the tools sharp and clean, and in their place. We need to revise our notion that God's curse upon mankind was work, and that our idea that heaven is a place of passive bliss. Imagine Hill or Morgan or Roosevelt in a heaven of eternal peace and rest! Happiness and action should be synonymous terms.

"Our common school system should be brought into closer touch with business and the practical needs of everyday life. Vocational schools in particular, following the principle that there is no better way of learning to do a thing than by doing it, are a step in the right direction.

"Mr. Vanderlip has persistently urged the harnessing together of colleges and business. Business must be recognized as a science in all our universities, just as engineering and chemistry, and college credit should be given not only for theoretical training within the college walls, but for practical laboratory work in actual business for a part of the year.

"The wastage of our human resources in infinitely more important than the conservation of our natural resources. Employers' attention is turning from equipment to the problem of gaining reciprocity and developing bodies of loyal employes. It is sad to think that man has succeeded in evolving efficient methods of extracting the precious metals and treasures from the heart of the earth, but has not yet succeeded in extracting ignorance and ill-will from the heart of man. The degree to which we succeed in cutting down waste in the human element will be the deciding factor in the War after the War.

"We are told that by proper methods in agriculture we can save at least a few billions a year. Do you realize that one year's cotton crop is equal to sixty-seven years' production of California's gold—from '49 to 1916!

"Unless we curb the growing tendency in the United States toward public and private extravagance we shall find readjustment to peace conditions after the war more and more difficult, not only for the wage earners, but for many business men who are living beyond their incomes."

Two Spokane Retailers Cutting Prices

According to a news dispatch from Spokane, Wash., two retailers in that city, controlling four stores, have declined to join in the movement to maintain or raise prices on cigars and tobacco, and are cutting prices.

The strikers are named as B. C. Holt, of Holt's Pipe Shop, and the three Joyner stores.

Noticeable among the brands cut is the "Owl" cigar, which is jobbed in that territory by the Gunst Company and which is sold by the Gunst retail stores at five cents straight. The Holt and Joyner stores are selling them at the old six-for-a-quarter price.

Britain Would Grow Its Own Tobacco

THE possibility of the British Empire's producing the tobacco it smokes is discussed in an article published recently in the London "Times," which says: "The stocks of Turkish tobacco held in this country are now getting low. Cigarette manufacturers say that they can go on moderately well for another two months, but at the end of that period there must be a limitation of the consumption.

"After the war it is possible that British smokers will become less dependent on foreign countries for their tobacco than they have been in the past. Great possibilities of successful tobacco cultivation exist within the Empire, and these are likely to be extensively developed in the future. The Imperial Institute is doing useful work in encouraging experiments, in analyzing samples of leaf sent to London, and in obtaining commercial opinion on the practical value of the tobacco.

"Definite success has until now been confined to a few districts. Borneo for many years has raised an excellent cigar leaf; in Nyasaland and Rhodesia the industry is capable of great extension with every promise of valuable results; Jamaica is producing cigars of good quality, and expert opinion pronounces the soil and conditions there to be admirably suited to the growth of a leaf which could challenge comparison with the best Havana tobacco. Manufacturers are keenly interested in the development of the tobacco-growing industry in these four areas, and recently when restrictions on the importation of tobacco into this country were imposed they persuaded the Government to exclude from the operation of the order tobacco grown in Nyasaland and Rhodesia. At present a great deal of Nyasaland tobacco, blended with other growths, is being smoked by our soldiers and sailors.

"Tobacco grown in Nyasaland and Rhodesia resembles very closely the American leaf, which as long as smoking has been a popular habit has been the staple article used in the manufacture of pipe and cigarette tobacco.

"Tobaccos other than those grown in Virginia and Kentucky are still known as substitutes. The word became common in the trade during the American Civil War when American tobacco could not be obtained and manufacturers went looking all over the world for something to replace it. If when the war is over the necessary labor and capital can be devoted to the cultivation of tobacco in Nyasaland, Empire-grown leaf will soon become something more than a substitute.

"In addition to these areas which are already growing tobacco on a commercial basis, practically every one of the Dominions has tried and is still trying to create or reproduce a satisfactory tobacco leaf. Attempts are at present being made in Cyprus to produce latakia tobacco, which obtains its distinctive flavor by a secret curing process. Refugees from Asia Minor who have settled in the island during the war believe they have discovered in Cyprus the tree which yields the wood necessary for the process, and a good deal is hoped for from the experiments now being conducted. Good tobacco of the Turkish type is already grown in Cyprus.

"Canada produces a plug tobacco which is smoked in the Dominion, but is too coarse to command a ready sale here. The consumption of Australian tobacco is confined to the Commonwealth. Cigar tobacco is being grown in Ceylon. The leaf burns well, and the chemical composition is satisfactory, but the flavor is rather strong and pungent. With improved cultivation it is believed that a good cigar filler would be produced. Of Mauritius cigars it is reported that they are not salable in the United Kingdom at a remunerative price. Experiments in Bermuda and the Bahamas show that it is difficult to grow there a good burning leaf owing to a lack of sufficient potash in the soil. In Uganda a good leaf of the Turkish variety can be grown, but the crop is always in danger from violent hail storms. Samples which have just arrived from Northern Nigeria suggest the possibility of producing there a good sun-dried tobacco. Good results could also be obtained in Papua.

"It has been suggested that to encourage the cultivation of tobacco within the Empire a lower rate of duty should be imposed on Empire-grown material than upon the tobacco imported from other countries. The one objection to this would be that difficulty would arise in regard to the drawback.

"In Nyasaland and Rhodesia at any rate a good start has been made, and these countries should eventually become great tobacco exporting areas."

Kentucky Growers Reaping Rich Harvest

Kentucky farmers who raise approximately one-third of the tobacco produced in the United States, and about one-tenth of the crop produced in the world, are enjoying the unusual position of marketing for record-breaking prices a crop of almost record-breaking size.

In addition to being one of the largest crops ever produced in this State, Kentucky's output this year is of unusual quality. Leaf, lugs and trash, as they are called in the terminology of the tobacco trade, are of the finest character. The leaf tobacco is long, clear leaf which comes from the middle of the plant; the lugs are the heavy leaves, possibly spotted by the soil which has been splashed on them by rain, which grow at the bottom, while trash is made up of small immature leaf at the top of the plant.

So good has the quality been that farmers are becoming accustomed to receiving proportionately higher prices for the poorer grades than they do for the best. These poorer grades are essential to the production of certain brands of manufactured tobacco and the bidding for them has been keen. Even frosted tobacco, which in former years sold for one or two cents a pound, and was used only for the making of an extract shipped abroad to be used in fortifying certain sorts of foreign tobaccos, are bringing prices farmers would have been glad to obtain for trash of the first grade last year.

Within recent years Kentucky farmers have received an average price for all qualities of white burley, the backbone of the tobacco crop in this State, of about $10 a hundred pounds. Sales on the various markets this year have been at an average price of $16 to $16.50 a hundred pounds. The crop of white burley this year will run well over 200,000,000 pounds.

Tobacco produced in the "Black Patch" or the dark tobacco region of western and southern Kentucky has experienced an advance in price even more remarkable than that scored by the burley of the "Blue Grass" section.

Tobacco Growers' Publication Issued.

We are in receipt of Volume 1, No. 1, of the Tobacco Growers' Journal, which is said to be the only publication in the United States devoted to the cultivation of tobacco. It is published by the Tobacco Growers' Publishing Company, Tippecanoe City, Ohio. The leading article is by W. W. Garner, of the United States Department of Agriculture. The first issue consists of sixteen pages well filled with articles regarding the growth, sale and markets of tobacco leaf. The publication, it is said, will be issued monthly.

Bargain Cigars

THE practice of some retailers in all parts of the country of substituting cheaper grades of cigars for standard brands is no more illegitimate than that of the manufacturers, who, once having created a demand for a widely advertised brand, cheapens the stock and begins to market an inferior cigar on the strength of its former reputation. The lesson has been learned that neither the dealer nor manufacturer who indulges in this sort of business can exist for long.

Some people, it is true, like to be buncoed more than others, but once they discover the deception, they are quick to resent it. In the cigar business, as in any other business, the dealer who delivers the goods as advertised will succeed not only in building up and keeping his own trade, but attracting transients by his reputation.

Some retail stores are wont to offer special cigars on Fridays and Saturdays for five cents, which they say are sold during the week at ten cents. While this may be a clever scheme, it hardly seems plausible that if a cigar is worth ten cents on Monday, that it can be sold for five on Saturday. Is it not possible that the man who buys on Monday has been cheated and the man who buys on Saturday is sold under false pretenses? There is no way to force an end to this practice, but it occurs to the writer that no deep-thinking smoker will fall for it, and if he should, he cannot but regard such a store with suspicion.

While it may be good business to have bargain days in cigars, as it is in department stores, the average smoker knows that a real ten-cent cigar can never be sold for five. He also knows that he can buy six regular five-cent cigars for a quarter that is a legitimate offer based on the volume of business.

It is admitted that very few smokers can tell a good cigar even when they smoke it. A cigar that suits one man is obnoxious to another. Each has his individual taste and the retailer must carry a sufficient variety of brands to suit all kinds and conditions of men. In nothing so much as in cigars, perhaps, does fact count for so little and imagination for so much. Some smokers think that dark tobacco is strong, and light mild, so, wishing to smoke a light brand, they choose a light wrapper and those who wish for a strong smoke, pick out a dark wrapper and go away satisfied. The fact is that the dark color may indicate merely that the tobacco is well cured.

The absurdity of judging a strong cigar by the wrapper or judging the quality by sniffing at the wrapper becomes at once apparent when a proportionate amount of tobacco within the wrapper is considered. Of course, the quality of the wrapper indicates to some degree the quality of the cigar, but, after all, a cigar must be judged, when purchased through a legitimate manufacturer, by the price paid for it. A professional tester of cigars will hardly venture his judgment until he has slowly smoked the cigar to the end. How, then, can the average smoker pass judgment by merely sniffing at it?

Notwithstanding the fact that imagination enters largely into the selection of goods by the consumer, there are very few who cannot at once detect a rank cigar, and any dealer who attempts to palm off a cheap substitute for a standard brand is sure to be discovered.

Tobacco Dealer Dead

Emanuel Cohen, of Ephrata, Pa., proprietor of the Globe cigar factory, died recently of a complication of diseases. The deceased was fifty-four years old.

In the News

Fire recently damaged the cigar and confectionery store of W. A. Clark, Palmer, Mass.

W. F. Oppelt, of Vinton, Ia., has moved to Tipton, Ia., where he has purchased a cigar store.

The Dublin Cigar Factory, Dublin, Ga., has recently opened for business with M. C. Little, of Savannah, in charge.

A. A. Hageman has leased the store at 688 Sixth Avenue, New York City, to the N. P. Antoniades Cigarette Company.

The sales of cigar stamps in Key West during 1916 exceeded the sales in 1915 by 75 per cent., says the Key West "Journal."

The Eastern Cigar Manufacturers have opened a factory at 215 Vine Street, Bridgeton, N. J. The concern is turning out a fair production.

Harris Brothers, Atlantic City, N. J., wholesale dealers in cigars and tobacco products, have recently refitted and remodeled the property at 1210 Atlantic Avenue into a most modern establishment.

A news report states that in event of war with Germany James B. Duke, the wealthy tobacco manufacturer, will give to the government a thoroughly equipped coast patrol boat which will cost about $1,000,000.

A. E. Fetter, who has conducted a retail cigar business in connection with his cigar factory in Ottawa, Kansas, has discontinued his retail business and in the future will devote all his time to the manufacture of cigars.

Fred L. Callicotte, a cigar dealer at 802 Delaware Avenue, Kansas City, Mo., recently filed a voluntary petition in bankruptcy in the Federal Court. His liabilities are scheduled at $1,082.76 and his assets at $1,516.35.

One of the most progressive stores in Cuyahoga Falls, Ohio, is owned and conducted by a woman. Five years ago L. R. Freeman, who conducted the cigar store at 74 Front Street, was killed by a trolley car. His daughter, Miss Bertha Freeman, was left with the business.

Price of Lancaster Tobacco Still Rising

Lancaster, Pa.

The smaller the amount of 1916 tobacco still held by Lancaster County growers, the higher mounts the price. A week ago packers could have had it for twenty cents a pound, but now they cannot get it for twenty-two to twenty-three cents.

That the trade appreciates the value of the new crop is evidenced by the offer of several packers last week to buy jointly 1000 cases of wrapper goods at twenty cents a pound. They have no goods offered to them. There is every indication that most of the crop bought by packers will be the subject of very active speculation. The local trade is all at sea over its efforts to get a line on the 1917 acreage of this county. Earlier in the winter it was looked upon as certain to be a record-breaker, but since potatoes have gone up here to $2.25 and $2.50 per bushel, and cabbages to ten cents a pound, many farmers have expressed their determination to drop tobacco and raise potatoes and cabbages.

AMENDMENT PLACING ADVALOREM TAX ON TOBACCO INDUSTRY FAILS

(*Continued from page 11.*)

thousand. Should it happen to be a so-called clear Havana cigar made in this country the duties paid on the imported leaf of which it is composed will amount to at least $9, making the total revenue from this class of goods $12 per thousand. The highest rate suggested in Senator Shields' amendment is $10 per thousand. From these figures it will be seen that the revenue derived by the government from the higher priced cigars is much greater proportionately than that obtained from the cheaper goods and that the customs duties on imported cigars and on the foreign materials used in the making of the more costly cigars in this country operate automatically as a species of graduated tax.

"The chief objection to the form of tax proposed in Senator Shields' amendment, however, is the inducement it would offer to frauds upon the consumer. The question of quality is paramount in the sale of cigars and it is obvious that the graduated tax would hold out an irresistible temptation to unscrupulous manufacturers to place on their goods stamps indicating a value materially in excess of the actual value. The increased cost of such stamps would be easily recouped by the manufacturer from the illegitimate profit he would be enabled to secure, while the consumer would be an easy victim inasmuch as he would have every reason to rely upon the government's stamp as indicative of the wholesale cost of the goods. It is inconceivable that the government would be willing to become a partner in any such scheme to defraud the consumer.

"It goes without saying that the graduated tax would increase the cost of the output of honest manufacturers who are encountering great difficulty in obtaining for their goods prices which show even a small margin of profit. Labor and material costs have risen rapidly during the past eighteen months and the great problem now facing the cigar trade, and one to which the trade press of the tobacco industry is giving the most serious attention, is how to obtain prices for goods that will not represent a loss to the producer. So far as the government is concerned we are satisfied, in view of existing conditions in the trade, that the adoption of a graduated tax or any increase in the present internal revenue charges would result in so large a decrease in production as to net a loss rather than a gain in the revenues from this source."

Hemmeter Cigar Company to Share Profits

Announcement of a profit-sharing plan to 500 employees has been made by the Hemmeter Cigar Company, 52-62 East Grand River Avenue, Detroit, Mich., by which an increase of ten to fifteen per cent. over existing wages will accrue.

John F. Hemmeter, president of the company, has explained the plan by the terms of which ten per cent. increase will be paid each week, figured on a basis of the individual's earnings. An additional cumulative three per cent. is to be paid in a lump the Saturday before Christmas, and is guaranteed. From one to five per cent. will be paid, contingent on the factory production, starting with one per cent. for a minimum production and increasing by one per cent. for each additional million cigars of the annual output up to five million.

According to Mr. Hemmeter, the factory has always paid five to fifteen per cent. more than the prevailing price paid for that class of work so that by the new system of profit-sharing employees will have an opportunity to earn about twenty per cent. more than the average wage, as shown by statistics.

ORGANIZE AMERICAN FEDERATION OF MERCHANTS IN NEW YORK CITY

(*Continued from page 11.*)

they will sell one guaranteed fountain syringe for $1.75, and for one extra cent they will give two, and the customer is at liberty to buy as much and as often as he likes.

"The question is, how much profit does the Liggett Company make on the first sale in order to be able to give the second one for one cent?

"In many instances when the manufacturers raise the prices the retailers pay the difference. When the Government raises taxes the retailers carry the burden. For instance, the wholesale prices of cigarettes and cigars were raised and the retail prices remained the same. The Government taxed each box of 20 packages of chewing gum with four cents. We retailers pay the tax. We pay even the expense of collecting it. We used to buy Wrigley's chewing gum for 48 or 50 cents a box, now we pay 57 cents, that is, while the Government collects four cents taxes the manufacturer collects from the retailer seven cents.

"Many manufacturers would like to protect us against professional price cutters and unjust cut-throat competitors, but the laws of the land do not support the manufacturers. We need a new law for price maintenance and the Stephens-Ashurst Bill in Congress is for the protection of small merchants against monopolistic department stores and mail-order houses.

"We feel a great need of a general federation of merchants in all trades to protect us against unjust methods of new commercialism and save our existence for the benefit of our families and our community as well."

A lively discussion was inaugurated in regard to the formation of this new organization. Among others present were: Mr. Williamson, president of the Newsdealers' and Stationers' Association; Harry Peck, secretary of the South Brooklyn Merchants' Association; Robert E. Lane, general agent of the "Partagas" cigar; Henry Hotkin, lawyer, of 44 Court Street; grocers, delicatessen men, and a number of representatives of retailers' organizations were present. The next meeting will take place on Thursday, March 1, place of meeting will be announced later.

The Committee subsequently submitted the following resolutions:

Resolved, That it is the sense of this gathering that the best interests of the retail merchants call for their organization under our laws for the following purposes:

1. To improve the business condition of the individual members.
2. To protect the general public against fraudulent practices and misrepresentations by dealers of merchandise and commodities of all kinds.
3. To aid and assist the Government authorities in enforcing all laws, governing weights and measures, pure food, drinks and drugs, hours and conditions of labor, sanitation, etc.
4. To promote every movement calculated to secure the enactment of laws, National, State and Municipal, for the purpose of preventing illegal and unfair competition which works injury to one class of citizens and undue favoritism to another.
5. To bring about the federation of all existing organizations of retail merchants and of such organizations as may be hereafter formed into a national body to secure the ends outlined above for the benefit of retail merchants throughout the Union.

After deliberation, the above resolutions were adopted.

Sidney Goldberg, who has been visiting the Connecticut market, has returned to the factory.

Suggestions for Retailers

The Care of the Pipe Business

This is a really important part of the tobacconist's business, and one which should be looked to with care. There is nowadays such a variety of first-class pipes manufactured that there should be no trouble catering for the tastes of every class of smoker. There is, however, another aspect of the pipe business which should not be allowed to drop out of sight, and it is the care of the pipes which are in use. It is a well-known fact that a man becomes accustomed to his pipe, and when any little accident befalls it before the time comes round for laying it on the shelf for good and all, the owner is almost certain to feel no little concern until his favorite has been put right. Here is just where the tactful skill of the up-to-date tobacconist can best be shown. He takes the pipe in hand, and either does what may be requisite, or hands it over to the pipe hospital for treatment. Financially the transaction may, very likely, be a small one, but the moral effect of a little attention of this sort is certain to lead to further custom from the pleased owner. Nor must it be forgotten that there are many men who are very methodical with their smoking, and keep certain pipes for certain times. These are always men worth cultivating, as replacing is required every now and then, and the discriminating smoker of this class is usually a good buyer, that is to say, he will want a good pipe upon which there is a fair margin of profit. It pays, therefore, to show him some attention.—Exchange.

Displays Inside the Stores

It pays to give proper attention to interior displays. Such displays lighten up the store; they soften and subdue the hard business effect and add a charm which alone possesses a pecuniary value. The most cultured people admire a fine interior exhibit. The great mass of people are swayed by it. Dollars and cents are gained by it, and the dealer who is wise always remembers this. Just a little thought, just a few ideas, just a little work, and something new and effective meets the visitor's eye. The man in the store may not see these effects as quickly as do the customers. To outside eyes, fresh with outside impressions, these inside displays appeal much more readily than to inside eyes accustomed day in and out to inside impressions. He who is wise gets up an inside display to accentuate the window display, and makes the two work hand in hand.

Thoroughness

Thoroughness is not only commendable, but most essential, to permanent success. The human mind at its best is a limited faculty and by its very essence is designed to comprehend fully and thoroughly only one thing at a time. Hence the advisability and desirability of specialization.

A man vain enough to attempt a complete knowledge and mastery of many different subjects, foreign to his profession or business, is generally superficially informed in all, and superficial knowledge is often harmful to the possessor, because it is opposed to thoroughness.

Therefore, let us choose one business, or trade, or profession, in accord with our aptitude and our mental endowments. Whether that subject be salesmanship, or some other, let us put into it all the energy and will that is ours. Let us study it, analyze it, and bring to bear upon it all our efforts.

The resultant of these concentrated efforts and of this fixity of purpose will be genuine success.—Robert Francis Nattan.

Keep Your Windows Looking Bright

A bright-looking window is a permanent advertisement. The impression given by a smoky window containing dirty-looking goods is that carelessness rules the establishment.

Unfortunately it is impossible to prevent altogether the steaming of windows in cold and damp weather, because the outside of the glass is colder than the inside and this becomes aggravated when the store is closed at night.

A simple remedy but one which requires attention is to place some unslaked lime in a saucer or other shallow receptacle at the bottom of the window, out of sight, of course. The lime has such an affinity for water that it will absorb nearly all of the moisture that would otherwise deposit itself on the glass or goods. In time the lime will get slaked and will not perform its function, then it requires changing.

To Clerks

"My advice is don't forget," writes W. E. Sweeney, in "The Grocery World." "I don't mean the little things. I don't mean the things that have little bearing on your life. I mean general instructions and new prices from headquarters.

"Forgetting a thing in business simply means that your whole interest isn't there. That's clear enough. Now why isn't your whole interest there? It's because of some discord. If the truth were told you are making an elephant out of a mole hill.

"You think the firm is against you. You frame up in your mind the most ridiculously, antagonistic pictures and you feel depressed, that's what makes you forget orders.

"Is that fair to the boss? Not at all. There isn't an employer worthy the name that won't straighten things out when you're ready for a heart-to-heart talk.

"Do you know what I tell the men under me? I tell them that no matter how big or how little their trouble is that I want to know it. It's their duty and your duty and my duty to make a clean breast of anything that is interfering with the loyal principle—service."

Inside the Store

How does the store look? Ever stand just on the threshold of your own store and survey the interior with a critical eye? If you have not, do it to-day. Then, walk around among the stores in your neighborhood and see if you can learn anything. Then improve your own store's appearance.

Suppose you are sufficiently progressive to use the local newspaper to boom business. You spend more or less money in publicity to bring people to your store to make their purchases. Having got them inside, do you keep on advertising or do you just let things sag? Is everything neat and attractive?

There are a hundred and one ways of making sales, by advertising, once the customer is inside the store. Newspaper advertising and attractive window displays are but preliminary moves in making sales. A suggestion at the psychological moment is most effective. The suggestion may be a neatly worded and printed price ticket, an attractively displayed line of goods, or a word about this or that article in stock or to arrive. Advertise inside the store as well as out. Remember that when all is said and done that sales are made by the old familiar process of showing the goods.—Winnipeg Commercial.

Knickerbocker's Broadway Jottings

Max Schwarz, accompanied by Mrs. Schwarz, sailed recently for Havana.

Paul Hirschorn has returned from Cuba where he was on a leaf buying trip.

T. C. Gales, of Henry Clay and Bock & Company, sailed recently for Havana.

Celestino Lopez, of Arguelles, Lopez & Brother, has left with his family for Tampa.

William R. Taylor, United States representative of Romeo y Julieta factory, has gone to Havana.

Benito Rovira has returned from Havana where he purchased some fifteen hundred bales of leaf.

A. L. Sylvester, president of the American Cigar Company, is among those who have sailed for Havana.

D. Emil Klein, of the Jose Lovera Company, left town recently on a trip which will take him to the Pacific Coast.

Jerome Whitestone, of the Rex Window Advertising Company, left town recently for a business trip to Boston.

"Garcia Fina" is the name of a new cigar which is being marketed by the Edwin Cigar Stores Company.

Jesse Batt, vice-president of Simon Batt & Company, is at present on his maiden trip through Southern territory.

F. A. Alexander, who represents the La Flor de A. Fernandez Garcia factory in the United States, has gone to Cuba.

John W. Merriam is at present in the Middle West where he is securing some fine orders for the "Bull Dog" factory.

I. N. Maaskoff has renewed his lease on the five-story building at 48 Nassau Street. The renewal is for a term of years.

Manuel Alvarez, of Manuel Alvarez & Company, has gone to Porto Rico where he will remain until sometime in March.

The brands of Gans Brothers are receiving added impetus in the Middle West at this time, due to the presence of J. M. Gans.

The factory of I. B. Krinsky is unusually busy now on the heavy orders on hand for their famous "Fifth Avenue" cigarette brand.

The Schulte Cigar Company, and its subsidiary companies, will shortly remove to their six-story building at 334-336 Broadway.

The "American Maid" brand, manufactured by the E. H. Gato Cigar Company, has been taken on by the Exchange Cigar Stands.

H. Goldwater has been doing some effective work about town for the "American Maid" brand of the E. H. Gato Cigar Company.

John Moriarty, of the Old King Cole Cigar and Tobacco Company, has returned to New York following a successful out-of-town trip.

Charles Landau, who represents the H. Upman cigars in the United States, is back from Havana where he was visiting the factory.

The A. Kern Manufacturing Company, which produces the "Iago" brand of cigars, has recently removed its factory to 148 East Fiftieth Street.

L. Toro, president of the Porto Rican-American Cigar Company, has recently been elected a director of the American Sumatra Tobacco Company.

Dealers are not slow in discovering the duplicating qualities of the "La Murien" brand as the orders at the factory of A. Hirtenstein will prove.

Edmond Kelly, son of Horace Kelly, the well-known Manila cigar importer, is expected to arrive in New York from Manila within the next ten days.

Harry Noble, salesmanager of the Tobacco Corporation of America, is at present in the South looking after the interests of the "La Sultana" brand.

Sidney J. Freeman, United States representative of the La Flor de Intal Factory, Manila, P. I., has recently left town for a trip through Southern territory.

The American Sumatra Tobacco Company has declared the regular semi-annual dividend of three and one-half per cent. on preferred stock, payable March 1.

The La Kyma Cigar Factory at 90 Prince Street, reports a heavy demand for the "Constancia Garcia" brand, which is rapidly growing in favor with smokers.

The Imperial Window Display and Advertising Company have removed from 123 Liberty Street to more commodious quarters at 23 East Fourteenth Street.

The reserve stocks of Sumatra held by Kruse, Quanjer & Company, have been drawn upon quite heavily by manufacturers who were anxious to add to their depleted stocks.

W. W. Rosebro, sales manager of the M. Bustillo & Company factories, has been a New York visitor. He states that the sales on the M. Bustillo brand are showing heavy duplication.

M. J. Lopez & Company, manufacturers of the "La Social" and "Lord Vernon" cigars, have recently removed from the Wooster Street address to new headquarters at 1397 Avenue A.

Frederick S. Lucey, the genial secretary of Philip Morris & Company, has recently sailed for South America where he hopes that his health will be much benefited. Overwork has made this vacation necessary.

Tobacco Corporation of America Gets Another Factory

MAKING strenuous efforts to gain a lap on the accumulation of orders for "La Sultana" sent in from the four States now being campaigned, Mr. Max Kreilsheimer, vice-president of the company, who is responsible for the output, has taken over the property at 523 Second Avenue, Astoria, L. I., and in twenty-four hours transformed it into a temporary factory, wherein seventy-five to one hundred cigarmakers will be immediately set to work.

Mr. Kreilsheimer has options on several other properties in the metropolitan area, and so soon as arrangements can be completed, these will be equipped and operated as factories, whilst the earlier establishments will, one by one, be standardized.

Mr. M. Stein, long identified with prominent New York manufacturing, will launch the latest factory, and when it runs smoothly will hand the reins over to a manager and resume his duties as assistant to Mr. Kreilsheimer in general factory supervision.

New Quarters for Schulte Companies

Pease & Elliman have leased for the Estate of Richard T. Wilson for a long term of years, with an option to purchase, to the Schulte Cigar Company and its subsidiary companies, including the Schulte Realty Company and the Mutual Profit Coupon Corporation, to be used for its main executive offices, the entire six-story and basement building at 384-6 Broadway, extending through to Cortlandt Alley and being in the Canal Street zone which will have the most important subway link in the borough. The Schulte Company will make extensive alterations and improvements and upon completion will occupy the entire upper portion of the building. Negotiations are now pending to lease the entire store and basement to a large well-known retail concern.

"Make 1917 Your Big Year"

That is the message that greets you on the cover of the February issue of Hussey's Little Traveller. This issue is of larger size than has been sent out in an envelope so disguised that no one would suspect that it is the monthly issue of that interesting booklet issued by the A. Hussey Leaf Tobacco Company.

The advertisements are attractively arranged and the copy carries the "punch" so necessary to produce results. The reading matter is instructive and contains items of interest to manufacturers aside from the discussion of the leaf business. Some of the titles are "How to Get the Best Out of Stripped and Booked Fillers," "How to Make Flavorings," "How to 'Spot' Cigars," and "Formulas for Sweating and Improving the Burn of Tobaccos."

Ten pages of this forty-eight-page booklet are devoted to price lists of domestic and imported wrappers, binders and fillers. The editor is certainly accomplishing his desire to make the "Little Traveller" a better book each month.

Gunst to Vacate Wall and Broadway Store

MAY 1, when the present lease expires, M. A. Gunst & Company, who have maintained a cigar store near the corner of Wall and Broadway, will vacate. Unless a new cigar tenant appears, a widely known store will lose its identity.

For a long time Robert E. Lane used the store as his headquarters, when he was in the retail cigar business. Later he gave way to Godfrey S. Mahn. Four or five years ago Mahn let the lease go to M. A. Gunst & Company. Now M. A. Gunst & Company have declined to renew the lease.

The Will of Henry Bendheim

The will of Henry Bendheim, of 42 West Eighty-ninth Street, vice-president of the Metropolitan Tobacco Company, divides among relatives his entire estate, $1,000,000.

Betty Bendheim, his sister, of Frankfort, Germany, receives the income from $200,000 and one-fourth of the residuary estate. Berthold Bendheim, a brother, of 771 West End Avenue, $150,000 and one-fourth of the residuary estate. Nellie Warner, of 524 Richmond Avenue, Buffalo, $75,000 and one-fourth of the residuary estate. Adolph D. Bendheim, of 42 West Eighty-ninth Street, one-fourth of the estate and shares in the Metropolitan Tobacco Company. Arthur M. Eisig, of Croton-on-the-Hudson, $10,000 and shares in the tobacco company. Alfred Bendheim, the income of a trust fund of $50,000 and a contingent interest in $200,000; David R. Bendheim, tobacco shares and an income from a trust fund of $200,000 and from another of $50,000; Leo Bendheim, $50,000 and tobacco shares, the income from two $50,000 trust funds and a contingent interest in $200,000; Max Bendheim receives the same as that given to Leo; Kate Eisig, of Croton-on-Hudson, income from $50,000; Ethel Israel, $50,000 outright; Albert Israel, $10,000; Bessie Israel, $5,000; Eugene Warner, $10,000.

South Brooklyn Dealers Will Give No Free Matches

At a recent meeting of the members of the United Newsdealers' and Stationers' Protective Association, in South Brooklyn, it was decided by those present to discontinue the giving away of matches with purchases. It was pointed out that there was little profit in the sales, and the high cost of matches made it almost prohibitive to hand out books of matches with every sale.

Mi-Lola Cigar Company to Erect Large Plant

The Mi-Lola Cigar Company, of Milwaukee, Wis., soon will erect a new four-story factory at 337-339 Fourth Street, it was announced by August C. Kurz, president. Mr. Kurz purchased the site for the new structure from Henry Hambach for $30,000. The new structure, which will be 50 by 150 and four stories high, will cost approximately $50,000, Mr. Kurz said. The company is now located on the southeast corner of Second and Sycamore Streets. They report that the past year has been the most successful in their history. In fact the demand for the cigar has been so great that additional space was absolutely necessary.

Right Retailing

THE interesting paper which follows, addressed to the retailer, was presented by Milton H. Esberg, vice-president of M. A. Gunst & Company, before the Western Association of Retail Cigar Dealers at their annual convention held in Seattle, Wash.:

"After reviewing a vast amount of interesting details, gathered mainly from interviews with retailers, and, in an earnest endeavor to reconcile their view point under present conditions to the policy of the manufacturers and distributors of high standard quality merchandise, I humbly submit a solution in the conclusions of which the outstanding features of the arguments presented by the retailer in formulating my opinions.

"The interests of the retailer must be regarded as the interests of the manufacturer and distributor.

"We are always glad to aid in solving the problems which face our customers and welcome the opportunity for common and co-operative endeavor, but are unwilling to sacrifice principles to mere consideration of immediate profits.

"Just at this hour, owing to conditions over which neither the manufacturer, the distributor, nor the retailer has any control, the prices of many articles in the cigar industry have advanced.

"The retailer, unfortunately, feels that he is bearing the brunt of the higher cost, which, thus far, has actually fallen in the greatest measure on the manufacturer. I refer to the manufacturer who is determined to keep up the quality of his brand rather than deteriorate it for the sake of price.

"One after the other announcements have reached the trade to the effect that this and that brand has raised in price, and the retailer at first blush, alone and in association, feels that his only salvation is to shift his policy.

"The advances thus far being mainly in the so-called nickel cigars, comprising a large percentage of the cigar business, it is with this subject that we are mainly concerned.

"In order to throw real light on the character of the situation, the one seemingly evident fact is that the retailer can not sell without an intelligent view, and without that he can not adopt a deliberate policy.

"Up to this time in many sections of the country there has been no real need of classifying nickel cigars; that is, drawing particular distinction between five-cent cigars that could also be profitably sold at a rate of six for twenty-five cents, and five cents straight (five for twenty-five cents) cigars.

"The present cost to the retailer determines the issue.

"The up-to-date retailer fully appreciates that he must make his bid for the tendency of the times and his price as a merchant dictates that selling at the right price is a strong factor in proper marketing.

"Selling at the right price is not the only basis on which the sound retailer makes his appeal.

"Knowing that the consumer will at all times find an avenue to secure his favorite brand at the right price, it is obvious to the successful retailer that it is good business to cheerfully serve his patrons with standard articles whose quality and character are known and satisfactory and to sell them at the right prices within their respective classifications.

"The cigar business makes no alluring promises of big returns, but rapid turnover of staple merchandise is like sticking to the old and tried proposition that: 'Twice two makes four.'

"It may take a little longer to get there, but you are sure of where you are going."

In the News

The Majestic Cigar Company, of Columbus, O., is going out of business.

George Strotz has recently opened a new cigar store at 714 Locust Street, Des Moines, Ia.

John T. McCloskey, of Dayton, O., has been granted letters patent for an improved tobacco stemming machine.

The United Cigar Stores Company has purchased the five cigar stores conducted by the Wise Brothers, in Providence, R. I.

A petition in bankruptcy has been filed by Carl M. Rosenbaum, a cigar manufacturer of Joliet, Ill., showing liabilities of $4,133 and assets of $3,069.25.

Certificate of incorporation has been filed by the Brown Cigar Store Company, of Chicago, Ill., with capital stock of $10,000. The incorporators are Morris Brown and Herman Brown.

The American Tobacco Company has declared its regular quarterly dividend of five per cent. on common stock, payable March 1. The regular quarterly preferred dividend of one and one-half per cent. has also been declared. It is payable April 2.

E. N. Ketchum, of Paris, Ill., recently disposed of his cigar store and billiard hall to his two clerks, Lawrence Heckler and William Benson. The young men are popular and progressive, and a successful future is predicted for the business.

Organization of the Indianapolis Retail Cigar Dealers' Association, was recently perfected at a meeting held at the Chamber of Commerce, Indianapolis, Ind. Erwin J. Parker was elected president, and W. H. Kirkhoff, secretary. There are about forty members.

John Dehner has severed his connections with the Andy Dehner Cigar Company, of Burlington, Ia. He had been connected with the business for more than thirty years. He will now become manager of the Dehner Seed and Supply Company in which he is financially interested.

William Lane, formerly a salesman with the Riglin Cigar Store, Morrison, Ill., has resigned that position and will open a retail store of his own to be known as the Central Cigar Store. He will occupy the location now under lease by the Diehl Piano Company.

J. Berger, a cigar dealer of St. Joseph, Mo., has removed from 511 Edmond Street to 513 Edmond Street, after having occupied the former location for twenty years. The business is one of the oldest in the city and has been owned and managed throughout its existence by the same man, J. Berger.

The La Kurba Cigar Company, of Chicago, Ill., has offered a reward of $500 for the apprehension of the vandals who are smearing the windows or covering with objectionable posters the retail stores handling their line of products. This has been going on ten months, but the police have been unable to apprehend the guilty parties.

PHILADELPHIA.

Price of "Bold" Cigars Increased to $37.50

THE continued rise in the manufacturing costs of cigars has made it necessary for Bobrow Brothers to make a further increase in the selling price of their products. A letter was mailed to the trade on February 5, announcing that effective with that date the price of "Bold," "Buddies" and "Recall" would be $37.50 per thousand, less two per cent. in lots of less than five hundred; and in lots of more than five hundred, less two and three per cent.

Bobrow Brothers explain in their letter that the continued rise in every commodity used to produce cigars, makes an immediate readjustment of prices necessary for the safety of their business.

No increase is announced for "Little Bees," the little cigars which Bobrow Brothers have recently placed on the market, and they will continue to sell at $12 per thousand, less two per cent.

Lilly, Dungan & Company Seek Philadelphia Location

It is reported in the trade than the well-known jobbing house of Lilly, Dungan & Company, Baltimore, Md., has been seeking a location in Philadelphia, believing that they can profitably expand their business in this city. W. D. Lilly has been in Philadelphia several times recently, looking over the situation, but has not met with success thus far.

It is understood that the primary object is to open one or more retail stores rather than to enter the jobbing field here. It is known that the company has been considering the matter of coming to Philadelphia for some time, and that the matter has been taken up before.

W. D. Duncan With Tobacco Products Corporation

W. D. Duncan, well known in local trade circles, and recently receiver for Terry & Duncan, has joined the sales forces of the Tobacco Products Corporation, and will represent that company throughout the eastern portion of Canada. Mr. Duncan will handle "Melachrino," "Milo" and the full line of this company's cigarette brands.

Patriotic Window Trims

This is a time when patriotic window trims can be used by dealers to advantage. Many ideas will readily suggest themselves. Flags, buntings and the national colors are available and are not very expensive. Several small flags appropriately draped seem more effective in the average window than one big flag which seems out of proportion.

Philadelphia Notes

The brilliant signs of Leach & Company have recently been put into place.

W. W. Rosebro, of M. Bustillo & Company, has been visiting the Quaker City trade.

Charlie Pleasants has been in town, working on "Principe de Gales" and "La Preferencia" cigars.

D. Harry Moulsdale, of Sanchez y Haya, left recently for Atlanta, Ga., en route to the Tampa factory.

E. Asbury Davis, of E. A. Davis & Company, Baltimore, Md., was a recent visitor en route to New York.

The steady demand for their products makes it almost impossible for Jeitles & Blumenthal to keep up with their shipments.

"Purple Ribbon," the well-known brand of the M. J. Dalton Company, is being prominently displayed in their Fifth and Chestnut Streets store.

Duncan & Moorhead, 722 Chestnut Street, are displaying the "La Vida" five-cent cigar in the panatela shape.

The "Hernan Cortez" clear Havana cigar is attractively displayed in a number of sizes in the window of Dan Ostrow's cigar store at Seventh and Chestnut Streets.

W. H. Stillwell, who has recently joined the sales force of Dusel, Goodloe & Company, has opened several new and desirable accounts, in the central business section, for this house.

H. B. Grauley, well-known manufacturer of the "Golden Rule" and other brands, has returned to Sixth and Chestnut Streets headquarters after a successful trip through the West, where he garnered some unusually large orders on the "Orange Flower" five-cent cigar.

Working in conjunction with the Weakley & Worman Company, Dayton, O., Warner Searle recently completed a successful campaign on the Portuondo lines in that city. Weakley & Worman, who have had a cigar department only about a year, distribute the Portuondo brands in that territory.

The New "Tuxedo" Campaign

ONE of the most unique campaigns that has been introduced to the tobacco trade is now appearing on behalf of "Tuxedo" tobacco. In all the copy the idea of fragrance is emphasized pictorially or by suggestion. "Your Nose Knows" is the slogan accompanying the copy and it seems to be taking on as quickly as did the now famous, "Ask Dad, He Knows."

The story of this campaign is interestingly told in the current issue of "Printers' Ink," and because we believe that much of the information contained therein will prove of interest to the retail trade, we reprint it herewith:

"The copy-writer who is called upon to prepare advertisements of articles that may be exploited through appeals to the sense of taste or smell often experiences considerable difficulty in conveying to the reader corrected impressions of what he had in mind. The English language is rich in expressive words, but even the pen of a master finds it next to impossible to describe the fragrance of a rose or the aroma of a cup of coffee in such a way as to convey an accurate idea of either one. You may string together the most expressive words and yet fail to give a correct conception of the qualities they are intended to describe.

"A contributor to 'Printers' Ink' a few months ago declared that 'an odor cannot be described—it can only be suggested—directly, by analogy, obliquely or by connotation.' Perhaps it is for this reason that few series of advertisements have been based upon appeals to the sense of smell. Therefore, when such a campaign is undertaken on a large scale it is bound to attract attention.

"The American Tobacco Company has recently launched a campaign of this character for 'Tuxedo'—a smoking tobacco that has been for several years one of its popular advertised brands. During this period stress has been laid upon its various attractive qualities, but never upon its fragrance, as far as the company recalls. After studying the product from every possible angle, Jerome C. Bull, who prepared the copy, concluded to base this entire series of ads, which were to be used in newspapers, magazines, street cars and posters, upon the idea of fragrance. It is easy for an experienced copy-writer to turn out, say, half a dozen advertisements having fragrance as a subject, but when it comes to suggesting 120 different notes of fragrance the task reaches interesting proportions.

"While the work is not yet completed, its successful accomplishment is only a matter of a few weeks. The ads are constructed on a uniform plan of layout, and occupy full and half pages in a number of popular magazines. At the top of each one, and separated from the body matter by an ornamental rule, is a line-drawing which serves as a text for what follows. Then comes a question, followed by the phrase, 'Your Nose Knows,' in white block letters, the answer to which furnishes the argument, generally presented in the form of a simile. At the bottom of the advertisement on the right is a small reproduction of a package of 'Tuxedo' tobacco, and to the left diagrams and directions for testing its fragrance. In all of the large page displays a strip picture designed further to illustrate the dominant idea runs perpendicularly along the left side.

"There is a wide variety in the subjects discussed, but all are ingeniously tied up to 'Tuxedo.' The reader's interest is aroused by so many different lines of appeal that the message is almost certain to find lodgment in the minds of all the classes of men it aims to reach.

"'Could anyone fool you on a rose, with your eyes blindfolded?' is the question asked by one of the ads. 'By its fragrance alone does the rose make its universal appeal. "Your nose knows." Nor can anyone fool you on tobacco, either, if you rely on your unerring, personal sense of pure fragrance. Tobacco without a definite fragrance is like a rose without perfume. "Tuxedo," the perfect tobacco, is the rose of tobaccos. Its rich, ripe Burley leaves, grown in the Blue Grass Region of Old Kentucky, are so carefully aged and blended that its pure fragrance is as individual, as appealing as the rose. There is no fragrance like it.'

"Another advertisement inquires, 'How do you know dinner is ready?' and the answer, 'Your nose knows by that appealing fragrance that comes to you from food cooked just as you like it. Fragrance is a guarantee of delight to come. Trust the same sense of fragrance in the selection of a tobacco. Get its flavor, whiff it close to your nose. If it has a pure fragrance it will always satisfy. Such a tobacco is "Tuxedo",' etc.

"The picture at the top of one of the ads shows a man smiling at the odor of roasted peanuts proceeding from a street stand. This is followed by the question, 'How do you know the Peanut Man is near? "Your Nose Knows." How irresistible the fragrance of the fresh roasted nuts! How it gets you! What an assurance of something you like! You cannot resist it. Trust it! Trust it in the selection of tobacco. The blend that appeals to you through pure fragrance will always satisfy. Such a tobacco is "Tuxedo," the perfect tobacco for pipe or cigarette,' etc.

"Other questions that are asked and answered in the same attractive manner, reinforced by line-drawings and half-tones, are these: 'How do you know it's a balsam pillow?' 'How do you know the steak is on the grill?' 'How do you know a good cup of coffee?' There is a fresh appeal in each piece of copy.

"The street-car cards, which are to be run in nearly every sizable city in the country, are of a striking character. One of them shows the picture of a man, blindfolded, holding beneath his nose a handful of tobacco, and carries only five words of text, 'Test "Tuxedo" for Pure Fragrance.' Fragrance is their keynote. In addition 24-sheet posters are to be liberally employed in many cities.

"Plans for an extensive newspaper campaign are in the process of formation. Whether it will cover the entire country all at once, or whether the advertising will be concentrated upon those sections which have not thus far responded as generously as they should to the efforts of the company's salesmen, has not yet been determined. The copy will be similar to that used in the magazines, except that less space will be given to illustrations."

Utopia Cigar Company New Nashville Concern

The Utopia Cigar Company has recently opened a factory in Nashville, Tenn., at 201½ Church Street. The officers of the new concern are F. S. Hamilton, president; J. B. Dahin, secretary and treasurer; C. Campbell, manager. The leading brands are "C. H. and D. Smokers" and "Utopia." The former is a mild blended cigar while the latter is clear Havana.

Carthage Cigar Stand Sold

Amos Caffee has purchased from R. M. Swett the cigar and news stands on the north side of the square in Carthage, Mo., for $3100, cash. The entire amount was paid in gold. The bids for the property were made in writing and five were received, Mr. Caffee's being the highest. He has taken possession of the stand and retains Ed Hannum and Charles Huffer as clerks for the present. No announcement is made of his future plans.

Manila Cigars Increase Nearly Forty-seven Millions

Manila cigars brought into the United States during 1916 show an increase of nearly forty-seven millions over the figures of 1915. The cigarette increase was less than half a million. Following is a comparative statement by months, showing the number of cigars and cigarettes exported to the United States during 1915 and 1916.

Cigars.

Month.	1915.	1916.
January	4,219,398	4,506,224
February	9,120,487	9,857,689
March	7,094,86	5,619,246
April	3,800,928	7,369,630
May	3,698,659	7,581,073
June	3,454,529	7,958,154
July	5,702,993	12,485,366
August	5,330,424	10,181,510
September	6,257,460	13,051,677
October	4,300,785	11,025,337
November	8,176,789	12,310,000
December	6,102,683	12,060,839
Total	67,260,021	114,006,745
Increase		46,746,724

Cigarettes.

Month.	1915.	1916.
January	120,000	255,000
February	605,250	987,750
March	615,200	340,000
April	361,650	716,250
May	466,800	500,250
June	502,500	50,000
July	329,500	925,000
August	985,500	330,250
September	545,000	435,000
October	280,000	615,000
November	365,800	548,500
December	612,100	489,000
Total	5,789,300	6,192,000
Increase		302,700

Some Important Questions

Part and parcel of the daily system is embodied in the following practical and highly pertinent questions put by the "General Merchants' Review":

Is my store front as attractive as any other in town?

Do I trim my windows every week and keep them looking fresh and clean?

Is my stock kept straight and in order?

Have I the very best possible arrangement in my store?

Are there any stickers in my store that should be sold now?

Is it best to take all the loss at once?

Do my clerks present a good appearance, and treat customers so they will feel glad to come again?

Is there some practical accommodation that I could add to my store and thereby give customers more convenience and satisfaction?

Are any of my stocks short on goods that would be selling if I had them here?

Is there any new line that I could add to this store which would increase my sales?

Are there any lines that sell faster than the ones I now carry?

To faithfully answer all these queries and act upon the proper responses will do much to help in the securing of a successful business.

Tampa

Edward Wodiska Heads Salvador Sanchez Y Ca.—Papers Claim Forty Thousand Visitors at Gasparilla—Cold Spell Halts Cigarmaking

February 9, 1917.

FOR a time at least there need be no more curiosity about what Edward Wodiska is going to do. He has purchased an interest in the cigar manufacturing house of Salvador Sanchez y Ca., and has been elected president of the concern. Now when Edward Wodiska joins hands with Jerry Windmuller and Ben Lesser we claim that this is a triumvirate without an equal in the cigar world.

The Gasparilla Carnival and South Florida Fair got a cool reception at the hands of the weather man, for on Saturday the thermometer hovered around twenty-two. But despite this fact the papers claim that visitors attended at an average of forty thousand a day. We did not count them but we believe there was that many all right. The model cigar factory in the exhibition building has attracted much attention as has the "Made in Tampa" cigar display of the "Made in Tampa" products arranged by the Tampa Merchants' Association.

Speaking of the cold weather, we might say that our fruit and vegetables down here suffered heavily as a result of it. On Saturday last very few of the factories were open on account of the severe weather. However, that is over and we have been having comfortable temperatures ever since.

Andres Diaz has returned to Tampa from Cuba. He has been at the factory since going over his leaf stocks.

Haymer Lowenhaupt, of Moss & Lowenhaupt, St. Louis, Mo., has been at the Tampa Bay Hotel with his bride. After combining business with pleasure the happy couple took the boat for Havana.

Col. Alvaro Garcia, of Garcia & Vega, has returned from Cuba with his family. They are registered at the Tampa Bay Hotel.

There is some gossip to the effect that a Key West factory will take over the plant of Boltz, Clymer & Company, for the purpose of manufacturing a shadegrown brand.

Francisco Gonzalez and Pancho Arango are among those who have recently returned on the Havana boat.

Karl Cuesta, of Cuesta, Rey & Company, was in town during the carnival.

Jaime Pendas has left on a road trip which will take him to the Rocky Mountains.

Jorge Leon has not yet returned from Cuba. At the factory of San Martin & Leon there is no let-up in orders and the amount of business being done is showing a steady increase.

According to revenue collection figures Tampa's cigar output for January exceeded the figures of the best previous January by nearly fifty per cent. Throughout the month the output averaged more than a million cigars for each working day.

Perfecto.

George Miller has purchased the cigar store and billiard parlor of Powers & Miller Brothers, at Chenoa, Ill.

Fred Oliver will shortly open a cigar and candy shop in the Hartwig Theatre Building, Dillon, Mont.

Deaths in the Trade

Richard F. Patterson Dead

RICHARD FULLER PATTERSON, sixty-four years old, prominent tobacco manufacturer and capitalist, died at the Hygeia Hospital, Richmond, Va., on Wednesday last. He had been in failing health for about three years, but news of his death was received with surprise in Richmond business and financial circles.

Mr. Patterson was a son of the late Dr. Richard A. and Mrs. Margaret Courtney Patterson, and was a brother of A. W. Patterson, M. C. and J. P. Patterson, of the Patterson Brothers Tobacco Company. He attended Moseley's School and was later taught by Dr. Robert Ryland. He then attended Richmond College, but before graduation went into active business with his father as R. A. Patterson & Company, which later became incorporated as the R. A. Patterson Tobacco Company, with R. A. Patterson as president; R. F. Patterson, vice-president, and M. C. Patterson, secretary and treasurer.

When the business was sold, in 1903, both Mr. Patterson and his father retired. For many years he was a member of the board of directors of the Savings Bank of Richmond, and a member of its executive committee. He became a member of the First Baptist Church in his boyhood, and was an active member until his health failed about three years ago. He was also an active member of Dove Lodge, A. F. & A. M., of which he was a past master, and an active member of the Richmond Howitzers' Association.

Joseph R. L. Wood

A cable message announces the sudden death in Paris on February 8, of Joseph R. L. Wood, one time a member of the tobacco firm of Arthur Gillender & Company, in New York City. Death was due to heart disease. He was born in New York City seventy-six years ago and was graduated from the College of the City of New York. Afterwards he became a member of the tobacco firm of Arthur Gillender & Company.

Mr. Wood retired from business in 1870. Since 1880 he has passed much of his time in Paris, maintaining a residence in that city. Mr. Wood leaves one daughter, Miss Grace R. Wood, and several brothers and sisters, among whom are Henry A. Wise Wood, Otis F. Wood, Benjamin Wood and Mrs. Catherine R. Chenoweth.

Albert E. Merrall

Albert E. Merrall, vice-president of Acker, Merrall & Condit Company, died at his home in West Seventy-second Street, New York, on Sunday morning, February 4. The deceased was fifty-four years old. On Wednesday, the 7th, the day of the funeral, the stores of the company remained closed all day.

For thirty-seven years Mr. Merrall had been connected with Acker, Merrall & Condit. His late father, William J. Merrall, was one of the founders of the firm.

The deceased was a trustee of the Empire City Savings Bank, a member of the Manhattan, Andiron, National Democratic and New York Athletic clubs.

James Gifford Brooks

James Gifford Brooks, for many years engaged in the cigar and tobacco business in Davenport, Ia., died recently at his home in that city following an illness of two months. He retired from the cigar and tobacco business some years ago. The deceased was fifty years old. One son and one sister survive him.

At Least Keep Your Store Neat

If you feel that you can't afford to have handsome or elaborate fixtures in your store, see that everything is neat and orderly, remarks a contemporary. You can keep your place in very good shape with a little expenditure, and your customers will recognize any effort to do the best possible under the circumstances. Plants, tissue paper, varnish and soap and water will work wonders and give the place a freshness which some of the swell stores do not have.

If you are convinced that it is impossible for you to do justice to your customers, make a fair living and have a fancy store, be frank about it and say so. Take your customer into your confidence and assure him that some of the money which might be going into furnishings is being put into stock, and that he is the one to benefit.

If this is true, he will know it by the sort of stuff he buys from you at the prices you charge him; but if it is merely a bluff, and you are squeezing out all the profits you can for yourself, it is better to say nothing at all about it.

It shows a good spirit when you feel uneasy in the presence of any dirt or dust in the store, but that doesn't mean that it is advisable to get mad when a customer tracks some mud into the place. It's one of the penalties of having a public place and the only thing for you to do is to clean it up cheerfully. If your customers note such disposition on your part they will encourage it and be more careful in the future.

Don't ever be afraid to show your good habits.—Canadian Cigar and Tobacco Journal.

Avoid Misrepresentation

In selling goods one of the primary essentials is to adhere to the truth. It is hardly necessary to emphasize this as the reputable dealer handling really first-class lines would find any other method of action worse than useless. As a writer in the "Dry Goods Economist" remarks:

"Begin where you will or can, the first absolute requirement is an unswerving fealty to truth. The consumer in nearly every instance places faith in the dealer, and buying items from which years of wear should result, becomes an advertiser for or against other business.

"With every year of conscientious service your reputation grows and with the time your field enlarges not only by new customers, but with the larger requirements of your first clientele, many of whom will have prospered and learned more extravagant requirement with which to entrust you on account of good former service, if you have grown to meet the chance."

Straightforward dealing always pays, not alone in dollars and cents, but in one's own self-respect, and in the estimation of attached customers who would never dream of changing, however great temptations were offered by others.

Schulte Company Secures Another Connecticut Location

Pease & Elliman, in conjunction with the Chain Store Leasing Company, have consummated negotiations to lease to the Schulte Cigar Company, for a long term of years, the large corner ground floor and basement space in the property at the northeast corner of Main and Golden Hill Streets, Bridgeport, Conn., and on May 1st, after completion of extensive alterations, the Schulte Company will open a branch establishment.

Clyde J. Dossett and Leland Norman have leased the Hellebo Building in Janesville, Minn., and will open a cigar and candy store there.

The Cuban Market

From Our Exclusive Bureau

Perseverancia No. 8

Havana, Cuba.

Havana, February 8, 1917.

DURING the past fortnight there has been tremendous activity in our market. Maximiliano Stern for himself, and as president of the Cuban Land and Leaf Tobacco Company, set the ball rolling by making heavy purchases of all classes of Remedios as well as Vuelta Abajo grades. As a natural consequence the other buyers followed suit, and the result has been such heavy operations as we have hardly ever seen in so short a space of time. The principal reason for these purchases has been the miserable prospect of the growing crop as the same, even if we should have some rains later on, cannot now increase the available quantity to any appreciable extent. Some people claim that if it should rain this month in the Santa Clara province, that there might still be a chance of harvesting quite some crop, however, this remains to be seen yet. The crop in the lowlands of Vuelta Abajo is done for, as no rains could resuscitate the dried up and dead plants. Late rains on the North Coast possibly may increase the yield to some extent, as the soil being heavier, the plants were able to withstand the drought more easily. The Partido crop may turn out well enough, as it is principally raised through irrigation, and the late rains may produce some fillers yet.

Prices for the remaining stocks have advanced considerably, and as the quantity for sale still has been so greatly reduced, the late buyers will be forced to pay the piper, or do without any leaf at all. Quite a number of our leaf dealers have sold out everything, and others have only a limited number of bales on hand. In all probability the new crop may be of a heavy, gummy character, which will require a long time to cure, although this remains to be seen yet later on.

Sales during the fortnight totaled 37,055 bales, and which, divided, represented: Vuelta Abajo and Semi Vuelta 6,939 bales, Partido 686 bales and Remedios of all classes, from first capaduras to loose leaves, 29,430 bales.

Buyers were: Americans 27,707, exporters to the Canary Islands 50, to Mexico 50, to the Argentine Republic 845, to Chile 375, and our local manufacturers of cigars and cigarettes 8,028 bales.

Exports of leaf tobacco, from the port of Havana, for the two weeks ending with January 27th, inclusive, totaled 10,708 bales, and which were distributed to the following countries, viz.: To all ports of the United States 9,675. to Canada 208, to the Canary Islands 50, to Mexico 50, to the Argentine Republic 350, and to Chile 375 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals: From New York—Harry Mendelsohn (accompanied by Mrs. Mendelsohn) of Mendelsohn, Bornemann & Company; Morton Morris, of S. Ruppin, Inc.; Max Schwarz (and Mrs. Schwarz), of Max Schwarz; Ramon Collia, of Ramon Collia; and Louis Bornemann, Jr., of Mendelsohn, Bornemann & Company.

From Boston—Albert W. Kaffenburgh, of I. Kaffenburgh & Sons; William Fisher, of Alles & Fisher; and A. G. Rothfuss, of Breslin & Campbell.

From Chicago—Emil Wedeles, of Wedeles Brothers.

From Tampa—Andres Diaz, of Andres Diaz & Company; Jose De Armas, of Jose de Armas; and Enrique Pendas, vice-president of the Havana-American Company.

From Montreal—Ludger Goulet, of Goulet Brothers; Raoul Grothe, of L. O. Grothe, Ltd.

Returned—Maximilian Stern, the manager-general of the Henry Clay and Bock & Company, Ltd., and the president of the Cuban Land and Leaf Tobacco Company; Benjamin Menendez, of Menendez & Company, and Manuel Vigil, of Jose C. Puento & Company, who returned from his vacation in Spain, in company of his two sons.

Arrival of cigar buyers and representatives of our cigar factories—Herman Stearn and Mrs. Stearn, of the Stearn Company, of New York; William R. Taylor, the representative of Romeo y Julieta, for the United States and Canada, and F. A. Alexander, the representative for the United States, of La Flor de A. Fernandez Garcia.

Departues: To New York—Paul Hirschhorn, Benito Rovira, and M. Silveira. To Boston—Albert W. Kaffenburgh and A. G. Rothfuss. To Tampa—Andres Diaz, Colonel Alvaro Garcia, Francisco Gonzalez and Pancho Arango. To Montreal—Luger Goulet and Raoul Grothe. To Baltimore—Joseph Perlman.

Generally speaking business might be termed normal for this season of the year, naturally making allowance for the shrinkage on account of the European war in our cigar factories. The demand from the United States has continued in good shape and there are always some orders from the South American Republics, Australia, South Africa and Canada. It remains to be seen, however, how the political events may shape themselves, through the breaking off of the diplomatic relations, between the United States and Germany, and if in reality war should be declared, our factories are bound to suffer from the consequences.

Romeo y Julieta has been working nearly as active as before the holidays and there is not a vacant seat in the cigarmakers' gallery.

Partagas has likewise been working quite actively up to now, having had no lack of orders.

H. Upmann is busy, having made some heavy shipments of cigars to the United States lately.

Punch is working steadily, as always at this season of the year, as the demand for Punch cigars never stops.

Sol and Devesa de Murias are in treaty to employ a first-class representative for the United States, as unfortunately those employed formerly, knew how to make expenses but failed to push these well-known and old established brands for all that they are worth.

Por Larranaga, Hoyo de Monterrey, Ramon Allones and Belinda, while not crowded with orders for export, however, have an excellent home trade for fine sizes, and this helps them out considerably.

As we have heard nearly all of our factories have changed their price lists, making an increase of about five per cent., but no orders will be accepted for low priced shapes alone, as the order must contain a fair percentage of the higher priced vitolas. This is absolutely a necessity, owing to the extremely high prices for the raw leaf not alone, but also for cedar boxes, labels, etc.

The Eden factory, which had a strike of its cigarmakers some time ago, settled the same quickly, by raising the wages upon a compromise basis, and is working well now.

Leaf Tobacco

The business of the late Manuel Suarez will be continued, under the style of Manuel Suarez Company, the active partners are Harry Mendelsohn (representing the firm of Mendelsohn, Bornemann & Company, of New York) and Primo Suarez, a brother of the late Manuel Suarez. The widow of the latter will act as a silent partner, and the offices and warehouse will continue at 44 Zuleta Street, as heretofore. We have not yet received a circular, stating full particulars, but if there should be any change, we shall inform the readers of the "Tobacco World" in our next correspondence.

The Cuban Land and Leaf Tobacco Company have purchased and received 15,318 bales of leaf tobacco in the last fortnight, but there are about 5,000 bales additionally to be registered and to be weighed yet.

Jose C. Puente & Company sold 3,975 bales of Remedios and some Partido wrappers in the last two weeks.

J. Bernheim & Son are reported to have purchased 5,000 bales of Remedios, in the open market, for account of the General Cigar Company (formerly the United Cigar Manufacturers), but this does not include what the latter may have bought from J. Bernheim & Son direct.

Tomas Benitez was a seller of 3,963 bales of Remedios and Semi Vuelta leaf.

Leslie Pantin purchased 3,197 bales of leaf, for account of his customers.

Leon y Delgado & Company disposed of 2,260 bales of Vuelta Abajo, Partido and Remedios.

Mark A. Pollack was a buyer of 3,145 bales of leaf, for account of his customers.

Peso & Company closed out 1,765 bales of Remedios in the last fortnight.

Walter Sutter & Company secured 2,978 bales of leaf, for account of their customers.

Miguel Gutierrez & Hijo sold 1,175 bales of Remedios and Vuelta Abajo, which were delivered, but they have about 2,000 bales more sold, subject to examination.

The cigarette factory El Cuno purchased 2,675 bales of leaf lately.

Manuel A. Suarez & Company delivered 654 bales of Vuelta Abajo to their customers.

Jose Suarez & Company were buyers of 2,252 bales of leaf for their clients.

Some of the other sellers were: Candido Obeso 589 bales of Vuelta Abajo; Muniz Hermanos 531 Vuelta Abajo and Remedios; Rodriguez, Mendez & Company 500 bales Remedios and Vuelta Abajo; Selgas & Company 488 Vuelta Abajo and Remedios; Camejo & La Paz 425 Vuelta Abajo; Herrera, Calmet & Company 419 Remedios; Lozano & Miguel 373 Remedios; Jose F. Rocha 370 Vuelta Abajo, Partido and Remedios, and B. Diaz & Company 180 bales of Partido.

I. Kaffenburgh & Sons made some large sales of their stocks of Remedios to their Boston and Canadian customers.

Menendez & Company sold to Benito Rovira Company 1,500 bales of leaf tobacco from their holdings, and also 336 bales of Remedios to Ramon Collia, of Brooklyn.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the last two weeks, ending January 27, were: Virgilio Suarez, 1,807 bales; Cuban Land and Leaf Tobacco Company, 969 bales; Leslie Pantin, 855 bales; Mark A. Pollack, 778 bales; Sobrinos de A. Gonzalez, 665 bales; Walter Sutter & Company, 644 bales; Jose Suarez & Company, 635 bales; Ernest Ellinger & Company, 557 bales; J. Bernheim & Son, 537 bales; H. Upmann & Company, 465 bales; Menendez & Company, 385 bales; M. A. Gunst & Company, 257 bales; Manuel Suarez, 242 bales; Maximilian Stern, 233 bales; G. Arostegui, 223 bales; I. Kaffenburgh & Sons, 212 bales.

Oretaniv.

Peter Armbruster Buys Out Brothers

The interests of John and Charles Armbruster in the Armbruster Brothers Cigar Company, Urbana, Ill., large manufacturers of stogies, have recently been purchased by Peter Armbruster who becomes sole owner. The business will be conducted as heretofore. The consideration, which is said to have been a large one, has not been made public.

Peter Armbruster, sole owner now, is the organizer of the firm. He first engaged in the business with R. A. Doster in Temperanceville, Belmont County, their intentions being only to supply their retail trade. This was in 1890 and two years later the other two Armbruster brothers joined the firm and it began to branch out.

A larger location was at once sought and in 1892 the business was brought to Urbana. In 1893 the large factory building in Sycamore Street was erected and the stogie business has since been conducted there.

In 1901 the brothers became associated with E. C. Brandfass in the handling of leaf tobacco. Two years later the brothers purchased the interest of Mr. Brandfass and have since conducted the business themselves.

Would Erect Big Building on "United" Site

If it is found possible to induce the United Cigar Stores Company to relinquish its lease on the corner space of the Old Clift House Building, Third, South and Main, Salt Lake City, Utah, within two or three weeks, work of erecting a modern business block on the corner may be undertaken during early spring, it was learned from Mrs. F. D. Clift, owner of the property.

Mrs. Clift said that Edward Wise, of New York, who is at the head of the United Cigar Stores Company, is expected to be in Salt Lake City within two weeks, when matters pertaining to the relinquishment of the lease will be taken up. In the event that Mr. Wise refuses to relinquish the lease, Mrs. Clift said that it is probable that the building plans will be delayed. The lease will not terminate until the expiration of another three years.

Berks County, Pa., contains 118 cigar factories, twelve leaf tobacco dealers and twelve tobacco manufacturers. Nearly $1,000,000 was paid in wages by Reading cigar manufacturers in 1916.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Special Notices.

MONROE ADLER,
CIGAR BROKER,
186 N. La Salle St., Chicago, Ill.

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

WANTED—Machinery for a cigar box factory. New or second-hand. Address Box 204, "The Tobacco World."

For Sale.

FOR SALE—Miller, DuBrul & Peters tobacco cutting machine; also 11,000 private cigar labels. Effenger M. Erb, Boyertown, Pa.

Situations Wanted.

POSITION WANTED—As superintendent of cigar factory by man with thirty years' experience in all branches. Strictly temperate; best of references. Address Box 206, "The Tobacco World."

POSITION WANTED—As foreman or assistant. Experienced on hand or suction. Capable of taking charge. Best references. Address Box 201, "The Tobacco World."

For Sale.

FOR SALE—Molds. Two hundred cheroots, twenties, 3¾; two hundred cheroots, twenties, 4½; fifty perfecto, tens, 4½; fifty perfecto, tens, 5. Downard & Koking, 42 Vine St., Cincinnati, O.

FOR SALE—Four good cigar-flavoring formulas for $500. Send express or money order to George Docnges, 311 West Morgan Street, Jacksonville, Ill.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

American Tobacco Company

Early estimates regarding American tobacco net for the year just closed will probably have to be revised slightly downward. It is good opinion that net for twelve months, after liberal allowances for depreciation and preferred dividend will be about twenty-three per cent. for the common, compared with twenty per cent. in 1915. This would mean an increase in net of about $1,200,000.

There is still a possibility that another item will be added to income account which will mean a difference of about $400,000, bringing net increase for the year to about $1,500,000. The latter figure will be directly in line with earlier forecasts of twenty-four per cent. for $40,242,400 common stock.

American Tobacco Company has eliminated coupons from its cigarette business. This change was applied to about half the brands last year, and the saving to the company for the twelve months amounted to $1,500,000. With complete elimination of coupons, the saving should amount to at least $3,000,000. This is equal to seven and one-half per cent. on outstanding American Tobacco common. Coupon elimination has practically made up losses resulting from increased costs in other departments, which have been felt by all tobacco manufacturing companies.

American Cigar Company, cigar subsidiary of American Tobacco, earned about thirteen per cent. for its $10,000,000 common in the year just closed. This is slightly better than the showing for 1915. Of $10,000,000 American Cigar Company common outstanding, American Tobacco Company owns $7,000,000. Important tobacco interests have been active bidders in open market during the last few months for American Cigar common. The floating supply has been found very small.

American Tobacco Company proper—the company engaged exclusively in tobacco manufacturing business—increased its sales in 1916 by about $6,000,000. American Tobacco Company and subsidiaries increased business about $12,000,000.

In January of this year sales of American Tobacco Company proper increased over corresponding month in 1916 considerably more than the record increase of any month in 1916 over 1915. In fact, business last month was the largest of any January since dissolution of the old tobacco combination.—Boston News Bureau.

Tobacco Crop Conditions in Greek Macedonia

The following information, obtained from private sources, relates to the condition of the tobacco crop, which is the principal product of Greek Macedonia.

Filler leaf tobacco, unstemmed, is the chief article of export from Greek Macedonia, the value of this product purchased by American firms alone amounting to about $6,000,000 in a normal year. According to general reports of purchasing agents from various points in this region the 1916 crop is far better in quality than that of the preceding year, and the quantity is greater than that of a normal year.

Meteorological conditions have been favorable to this year's crop, but it has been difficult to gather and manipulate it. As the more important producing centers—Cavalla, Drama, Serres, etc.—are in the war zone, the export of a large part of the Greek Macedonian tobacco crop is impossible, and no information is available as to its condition or quantity. The quantity of tobacco raised in the districts near Saloniki is relatively small.

The prices of filler leaf tobacco, unstemmed, in districts not cut off from commerce, at the date of writing, are 250 per cent. above normal. In some instances prices were 600 per cent. above last year's quotations. At present there is only a very small quantity of inferior tobacco on sale in Saloniki. There is much conjecture as to the quantity of Macedonian tobacco that will eventually be available for the American market. Purchasing agents are inclined to take a pessimistic view of this year's business in this commodity.—Commerce Reports.

General Cigar Company Acquires "Silver Tom" Label

L. F. Jacobs, of the General Cigar Company, has recently completed arrangements for the sale and transfer to that company of the famous "Silver Tom" cigar label belonging to J. H. Bath. The purchase was made in order that the "Tom Moore" and "Little Tom" cigars could be made without further charges and suits by Mr. Bath of infringement on his label. The consideration is private.

A. V. King and F. S. Auld have taken over the cigar and tobacco store at 127 North Tejon Street, Colorado Springs, Colo.

UNUSUAL TOBACCO SUITS

Prices of Tobacco Involved—American Snuff Company Sues Kentucky Farmers

IN two identical suits filed at Hopkinsville, Ky., by the American Snuff Company against John Isom and R. M. Isom, farmers of the county, and F. R. Dryer, a tobacco dealer of Hopkinsville, an entirely new stand and prayer is made by the plaintiff to what has been made heretofore in similar suits growing out of the alleged sale of crops of tobacco after same had been contracted at a lower price to another concern. In the past the original buyer of the tobacco has contented himself with asking damages in the amount of the difference in the price of the tobacco at which he bought it and the advance at which he claims he could have sold it later. In all such cases the tobacco is alleged to have been sold and delivered.

But in these two suits the American Snuff Company prays for an injunction to prevent the tobacco being delivered to Mr. Dryer, to whom it is charged in the petition it has been sold at a higher price than the plaintiff first bought it. Mr. Dryer is made a party to the suit for this reason. In each case the amount of tobacco contracted for is said to have been estimated at 8,500 pounds and the contract price was $9.25 per hundred.

The American Snuff Company bases its petition on the grounds that the parent organization manufactures snuff in large quantities, which is sold over a wide territory. It is claimed that orders for this snuff are taken largely in advance and purchases of tobacco are made to counterbalance these future orders and natural business demands. To supply this demand the plant here was instructed to buy certain quantities and grades of tobacco, which was done.

Is is, therefore, claimed that the actual delivery of the two crops in question is essential to filling the demands upon the company, and that even if monetary damages to the amount of the difference in the purchase price and present market price were awarded it would be insufficient to reimburse the American Snuff Company for the loss of the tobacco from their manufacturing business. Hence they pray for a court order forcing the Isoms to deliver the tobacco to their plant in Hopkinsville and to prevent Mr. Dryer from receiving it. A temporary injunction has been granted in the case and it will probably be tried on its merits at the approaching term of circuit court.

Suit on Tobacco Contract in Lancaster County

The law has been invoked to decide whether a tobacco grower may sell tobacco at a higher price after contracting to dispose of it to another party. The Seed Leaf Tobacco Growers' Company, of Lancaster, Pa., obtained a temporary injunction against H. H. Moore and his tenants: John O. Kise, Harry J. Miller, M. O. Gantz, J. F. Markley, Tibert R. Ladis, Ella Moore and J. F. Stoner, a Lititz tobacco dealer. The plaintiff contracted for thirty-six acres of tobacco at stipulated figures, but only six acres were delivered, thirty acres having been sold to Stoner. The company sues to obtain possession of the entire amount.

The case is considered an important one, as it has become a common practice to contract to sell to one person and then deliver to another at a higher figure.

The cigar factory of C. L. Fleming, Hobart, Ind., was recently destroyed by fire. The loss of cigars and stock amounted to about $1500. There was no insurance.

Joe Cobb With E. L. Adams Company

Atlanta, Ga.

Joe Cobb, widely known in Atlanta and throughout all this territory as one of the livest-wire cigar salesmen in the entire trade, formerly with the Cobb Cigar Company, is now with the E. L. Adams Company. The Adams Company will hereafter specially feature its cigar department. Coincident with Mr. Cobbs' going with the Adams Company, the distribution of the following famous brands of cigars has been secured by that company: "Above the Average," "Tampa Straights" and "El Vistas." These cigars are made by the San Luis Cigar Company, of Tampa, Fla. The factory representative for these brands is Don Farmer, also known throughout the South as one of the most progressive cigar salesmen in the business and one who has made a big reputation on his introduction of the San Luis brands in the South.

In addition to these brands, the Adams Company will also feature "John Ruskin," "Red Dots" and other brands that have been distributed by the Adams Company for several years.

The coming of Mr. Cobb and the San Luis brands to the E. L. Adams Company, places this firm in the forefront of firms having a big cigar distribution in this territory. With Mr. Cobb as head of the new department, the cigar trade of this firm will undoubtedly continue to grow larger and larger.—T. G.

J. B. Moos Company Buys Eisenberger Brothers' Stands

A deal has recently been consummated whereby the J. B. Moos Company acquires the wholesale and retail store of Eisenberger Brothers, at Third and Main Streets, Dayton, O., and the stand managed by them in the Hotel Holden. It is said that negotiations for the purchase of the business of Eisenberger Brothers has been under way for quite some time. The new management assumes control on March 1. The plans of the brothers have not yet been made public but it is intimated that they will remain in Dayton and engage in another line of business.

The Eisenberger cigar store has been one of the most popular stores of its kind in Dayton. Eisenberger Brothers have been engaged in the retail cigar business for the past twenty-five years. Before moving to their present location they operated two stores, one at 33 South Jefferson Street, and the other at 14 South Main Street. They disposed of both stores when they moved to Third and Main Streets. The cigar stand at the Hotel Holden was installed and managed by them, and is included in the transfer.

According to present plans, Samuel Bretzfelder, manager of the J. B. Moos Company, will manage its new store, but it is understood there will be no changes in the personnel of the employes at the Third and Main Streets place. Probably a new manager will succeed P. R. Goonan, at the Holden cigar stand, Mr. Goonan going to the store downtown.

The J. B. Moos Company's present place of business is at 20 North Main Street, where it conducts a wholesale and retail cigar and tobacco business. The company has branch stores at Louisville, Indianapolis, Cincinnati, Cleveland, Toledo, Columbus and Springfield, O., Detroit and New York. Officers of the company are G. J. Brown, President; W. A. Johnson, Treasurer; E. D. Sickel, Secretary and Samuel Bretzfelder, Manager.

Cigar Association Takes Out Incorporation Papers

Incorporation papers for the Cincinnati Cigar and Tobacco Association have recently been sent to Columbus. The incorporators named in the petition are Charles F. Wittrock, Peter Ibold, Jr., Harry T. Davis, Joseph A. Stroble and David Strauss.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

JEAN VALENCOURT:—40,067. For all tobacco products. January 30, 1917. Morris Burrows, New York City.
C. W. H.:—40,069. For cigars. January 30, 1917. The Miami Cigar Co., Miami, Fla.
ALAFLAMISS:—40,071. For cigars, cigarettes and tobacco. January 15, 1917. Imperial Cigar Store, Inc., Pensacola, Fla.
BAKE'S ONE BRAND:—40,064. For cigars, cigarettes and tobacco. January 22, 1917. C. F. Bake, Fullerton, Neb.
SAMACLAR:—40,065. For cigars and cigarettes. January 22, 1917. Acker, Merrall & Condit Co., New York City.
LENOX BEST:—40,066. For cigars. January 25, 1917. M. Bronstein, 216 E. 118th St., New York City.
CECILIA GARCIA:—40,054. For cigars. January 8, 1917. M. Bronstein, New York City.
IMPERIAL STAR:—40,055. For cigars, cigarettes and tobacco. January 18, 1917. Geo. Zafirides, care of Zafirides Bros., New York City.
PEOPLES BEST:—40,056. For cigars. January 16, 1917. M. H. Smaltz & Son, Stouchsburg, Pa.
1 2 0 1:—40,057. For all tobacco products. January 20, 1917. Robert H. Patterson, Atlanta, Ga.
CONQUEST OF FLORIDA:—40,058. For cigars. January 9, 1917. F. T. McNulty, care of San Carlos Cigar Co., Ft. Myers, Fla.
CONQUISTA DE FLORIDA:—40,059. For cigars. January 9, 1917. F. T. McNulty, care of San Carlos Cigar Co., Ft. Myers, Fla.
MISS SYRACUSE:—40,060. For cigars. January 15, 1917. Joseph Silver, Syracuse, N. Y.
1 9 1 7:—40,061. For all tobacco products. January 25, 1917. Robert H. Patterson, Atlanta, Ga.
CAPITOL CLUB SPECIAL:—40,062. For all tobacco products. January 22, 1917. S. H. Furgatch & Co., New York City.
EL PLACER DE CASA:—40,063. For cigars. January 4, 1917. Jacob Himmelsbach, Brooklyn, N. Y.

CANCELLATIONS

O B C:—40,031. For cigars. Registered December 13, 1916, by Jose Maria Menendez, Orlando, Fla. Cancelled January 4, 1917.

TRANSFERS

EL LACERA:—40,068. (Tobacco Leaf.) Registered February 15, 1900, by Cole Litho. Co., Chicago, Ill., and was transferred to Tri-State Cigar Co., New Brunswick, N. J., January 26, 1917.
LA ENRICO:—40,070. (The Tobacco World.) For all tobacco products. Registered June 23, 1912, by Schwarzkopf & Ruckert, New York City, and by various transactions was acquired by Kohlberg & Co., Inc., New York City, January 30, 1917.

New York Leaf Market

There is no change in the market for tobacco, there being a scarcity of desirable leaf, with an active demand from the manufacturers to replenish their supplies, full prices being paid as a result. Wrappers have been the feature. Connecticut and Florida shadegrown being purchased where available. The stocks of Sumatra have been practically cleaned up because of the German submarine operations and the fear that war with the United States will result. In Havana there is an active demand for Remedios, with the market bare of desirable supplies.

Tobacco Corporation of America Booming Up-State Towns

The cigar manufacturing industry is booming all over Berks, Montgomery and Lehigh Counties.

This prosperity is chiefly due to the energetic efforts of the Tobacco Corporation of America, which lately acquired the Gilbertsville factory, founded six years ago by Luchs, Luckett & Lipscomb. This corporation rented the Palace Theatre at East Greenville, and started to remodel the building immediately, so it can be used as a cigar factory and be ready for operation within a fortnight. There is a probability that the former Knights of Pythias Hall, in the same borough, also may be remodeled into a cigar factory.

Among the other towns where this corporation already has established new factories, or will do so shortly, are: Spinnerstown, Trumbauersville, Milford Square, Coopersburg and Richlandtown, in Lehigh and Bucks Counties.

There also is a probability that cigar manufacturers of Detroit, Michigan, may open a factory in East Greenville and employ John Gerhart, one of the pioneer cigar factory superintendents of the Perkiomen Valley, as manager. The Tobacco Corporation representatives have also been at Steinsburg, looking for a suitable building to open a factory.

Cincinnati Cigar Association Appoints Committees

An enthusiastic meeting of the members of the newly organized Cigar and Tobacco Merchants' Association of Cincinnati, was held recently at the Hotel Gibson, the most important feature of which was the consideration of certain recommendations proposed by the Board of Directors. The following committees were appointed:

Membership Committee—Samuel Straus, chairman; Walter Ibold, A. W. Winall, Dan Kielson and Charles Krohn.

Ways and Means Committee—Gerson J. Brown, chairman; George Brauns, J. Horwitz, R. Schulten and J. Howard Lucke.

Entertainment Committee—Webb Hill, chairman; Walter Ibold, Edward Weller, L. J. Becker and Morris Frieder.

Schulte Cigar Company Secure Prominent Buffalo Location

Pease & Elliman, in conjunction with the Chain Store Leasing Company, have leased to the Schulte Cigar Company for a long term of years, in the property owned by the Magnus Beck Brewing Company, a large ground floor space at No. 354 Main Street, Buffalo, N. Y., which is a central location. Upon completion of alterations the Schulte Company will open a branch establishment.

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FINEST IMPORTED
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Figuras 39-41, Cable "CUETARA" Havana, Cuba

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Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.

Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

E. Rosenwald & Bro.

145 WATER STREET --- NEW YORK

A. Cohn & Company

Importers of Havana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

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Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

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And Packers of Puerto Rican Tobacco
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CIGAR FLAVORS
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Write for List of Flavors for Special Brands
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Packers and Importers of VUELTA ABAJO TOBACCOS
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THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
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CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
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FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
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BELIEVERS IN PUBLICITY

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

PHILADELPHIA OFFICE
322 Chestnut Street

SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS, SHOW CARDS, FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF GERMAN PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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INTENTIONAL SECOND EXPOSURE

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf o Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

1117 Broadway
New York

J. Peterson
PRESIDENT

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World

236 Chestnut Street Philadelphia

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar is one of the World's Biggest Sellers.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are handmade and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

Topic is meeting that same cordial reception that has always been accorded Bold.

TOPIC

has that mild, pleasing taste, that uniform goodness that is bound to make the smoker take notice.

TOPIC
at Ten
BOLD
at Five
"ABOVE ALL"

BOBROW BROS., Philadelphia

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THE TOBACCO WORLD

MARCH 1st
1917

Leading Features

Reeves, Parvin & Company Expand Jobbing Department

Tobacco Products Corporation Expanding Business in Foreign Fields

The Cuban Tobacco Market

The Benefit of Trade Acceptances to Retailers

The Art of Window Displays

Connecticut Growers May Not Increase Tobacco Acreage

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVII No. 5

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

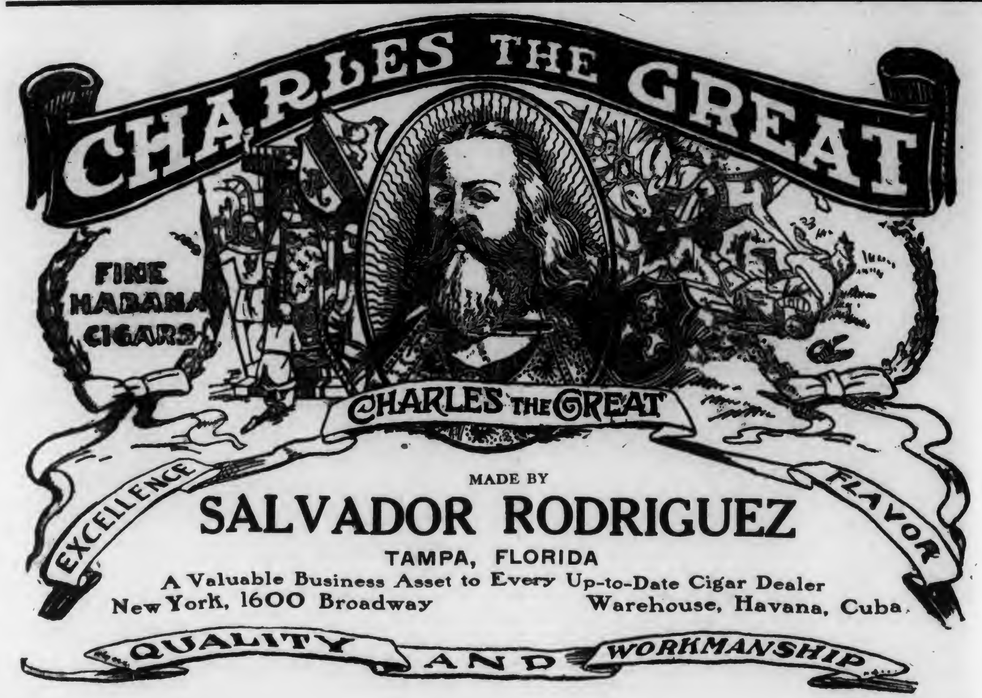
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba.

By Special Appointment To the Late King Edward VII

Philip Morris

The World's Oldest Highgrade Turkish **Cigarettes**

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

La Flor de Portuondo

"EL GRANDE"

The Juan P. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

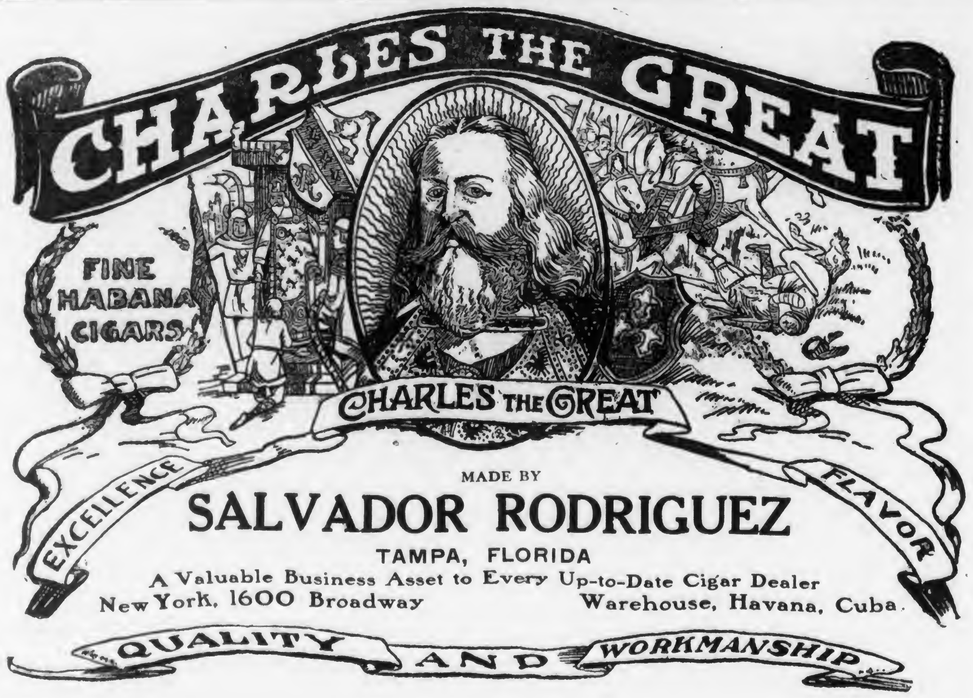
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



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United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL SECOND EXPOSURE

EISENLOHR'S

Cinco CIGARS

reduce selling cost—because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS.,
INCORPORATED
PHILADELPHIA.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street · New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

STAG TOBACCO

We are *proud* of STAG.

And your customers will *like* STAG.

Because STAG is the ripened product of "156 years' experience in making good tobacco!"

You lay a smooth, firm road to loyal patronage when you recommend STAG.

STAG *backs* you up!

EVER-LASTING-LY GOOD

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

LIVE DISTRIBUTORS WANTED

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

1871 GATO 1871

Write for Open Territory

Factory: Key West, Fla.

New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR

The World's Cigarette

"Sweet Caporal" advertising messages are addressed to "The Tobacco Dealers of the World."

When it is recalled:

That "Sweet Caporal" are the pioneer cigarettes of this country and Kinney Bros. the makers founded the Industry.

That more "Sweet Caps" have been smoked than any other kind.

That "Sweet Caps" are the first and only cigarette which can be bought almost as easily in Europe, Asia and Africa as in the U. S. A.

AND

That the world's leading medical journal "The London Lancet" says: "Sweet Caporals" are the purest form in which tobacco can be smoked."

You can see why "Sweet Caporal" is the world's pure, mild and good cigarette.

Ask Dad, he knows

Is pounding away harder, more convincingly than ever before, telling the millions the "Sweet Caporal" messages of purity, mildness, and reminiscence.

Street-car cards, painted signs, 24-sheet posters, boards lighted by electricity, are everywhere making thousands of new "Sweet Caporal" smokers.

NOW

We are using the foremost magazines and newspapers bigger and stronger than ever before to put "Ask Dad, he knows", all the way over.

In less than a year "Sweet Caporal" sales increased over 299,000,000 —this year we are striving for a Billion increase.

HANFF-METZGER, Incorporated

Advertising Agents

95 Madison Avenue - - - - New York City

DON'T tell me the world ain't growin' better. Most things improve with age—just like tobacco.
Velvet Joe.
YOU cannot think of mellowness without thinking of age. Mellowness is that mildness, smoothness and full flavor we all want in our pipe tobacco, and there is no better way of mellowing tobacco than letting it age naturally.
Say to the storekeeper: "Give me a tin of Velvet, please," and know for yourself the tobacco cured in Nature's way.
Velvet
TOBACCO

WE CONFIDENTLY predict a record-breaking year for Velvet Smoking Tobacco in 1917. Advertisements like this are one of the reasons for that prediction. Millions of smokers will read this advertisement in the magazines and newspapers.

Liggett & Myers Tobacco Co.

LIPSCHUTZ'S

44

CIGARS

"44 Cigar Co." Philadelphia

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

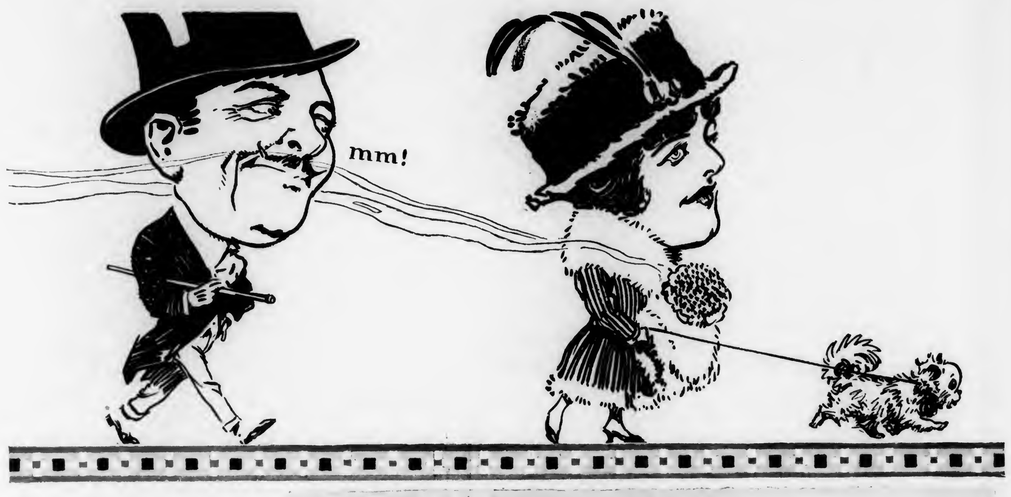
A Favorite with the BEST Cigar Stores Restaurants Hotels and Clubs

Manufacturers

PEDRO CASTRO & CO., Tampa, Fla.

New York Distributers

LOUIS G. SMITH & CO., 52 Beaver Street



HOW do you know she's wearing your violets?

"Your Nose Knows"

You sent them because of their *fragrance*. And how personal the message you expect that fragrance to convey. How perfectly you trust it. Trust likewise your sense of *fragrance* in choosing your tobacco. Depend upon it. It will never deceive you. A tobacco with a *pure fragrance* will always satisfy—"Your Nose Knows."

Such a tobacco is

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

Its *pure fragrance* is the pure fragrance of Nature. The rich, ripe, Burley leaves of which Tuxedo is blended are the sunshine tips of the best plants of Old Kentucky. Their *pure fragrance* is the soul of tobacco—"Your Nose Knows."

Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment.

"Your Nose Knows"

Guaranteed by
The American Tobacco Co.

5 cent BAGS
10 cent TINS
HALF and FULL POUND GLASS HUMIDORS

One of the Current TUXEDO magazine advertisements

Good Cigars Make Good Business

THE cigar dealer who makes a quick turnover of his capital sells good cigars. Such brands have established a reputation for quality and uniformity. The perfect blending of fine tobaccos, the even texture and color of the wrapper, the fine workmanship and the wide choice of shapes and sizes—characteristics such as these have won for brands of this class customers wherever there are men who know and smoke good cigars.

Among smokers everywhere the brand LA FLOR DE R. A. BACHIA has won

PRESTIGE

"The Band Identifies"

BACHIA'S

Havana Cigars

"For Men of Means"

Its quality and uniformity have standardized it; on every hand its perfectly blended tobaccos have won praise; the expert workmanship so plainly evident, the silky texture and even color of its wrappers have added customers wherever the brand is known. Thirty-six sizes—"a size for every occasion" to meet the demands of the connoisseurs who smoke BACHIAS.

The Repeat Sales Prove Its Merit

R. A. BACHIA & CO., Mfrs.

43-47 West Sixteenth Street, New York City

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

He says, 'Here are three Jacks' But are they?
BICYCLE PLAYING CARDS
'Your Bicycles, Sir.'
BICYCLE PLAYING CARDS
She was sixty before she played cards
BICYCLE PLAYING CARDS
It's a pleasure to deal
BICYCLE PLAYING CARDS
When do you play the joker?
BICYCLE PLAYING CARDS

Bicycle Playing Card advertisements (greatly reduced) that have appeared recently in such magazines as The Saturday Evening Post, Cosmopolitan, Life, Literary Digest, MacLean's

National Advertising plus Supreme Quality make these the best-selling playing cards in the world—

Years and years of continuous advertising in the leading magazines have made Bicycle Playing Cards and Congress Playing Cards known wherever cards are played.

Unvarying adherence to the highest standard in material, design, printing and finish has made every pack give complete satisfaction.

To-day, to think of playing cards is to think of

BICYCLE PLAYING CARDS
and
CONGRESS PLAYING CARDS

Successful cigar dealers everywhere sell these cards because they realize the advantages of carrying goods that are recognized as the best and called for by name.

If you are not supplying the card players of your town with Bicycle and Congress Cards, you may be sure that someone else is. You can get your share of this business by ordering the following popular backs from your jobber.

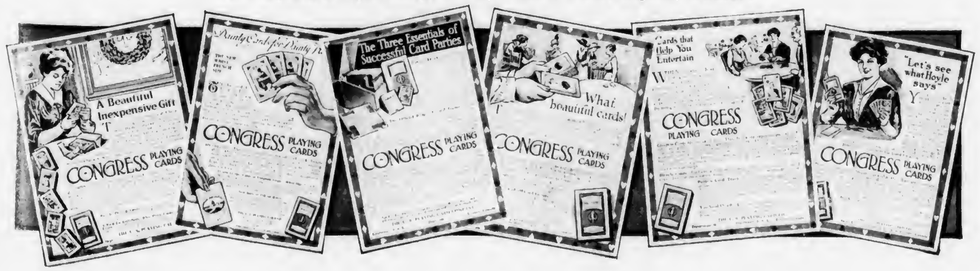
BICYCLE—Thistle, New Fan, Acorn, Lotus, Rider, Western Plaid.
CONGRESS—Diana, Homeward, Apache, Youth, Oriental, Berenice.
CONGRESS WHIST (French) Size—Sappho, Orpheus, Vista, Muse, Fountain, Mutter.
11 and 12 Spot Packs in Congress Grade—(Known as Bijou Playing Cards) The Awakening, The Storm, Baronial, Autocrat, Gordon, Murray.

New Catalog Free

Illustrates, describes and prices everything in playing cards and supplies including cards for general play, for social play and for children; fortune-telling cards, pinochle packs, educational games, card trays, chips, official rule book, etc. Every dealer should have a copy. Send for it today to

The U. S. Playing Card Company
Cincinnati, U. S. A.
Toronto, - Canada

Congress Playing Card advertisements (greatly reduced) that have appeared recently in such magazines as Vogue, Vanity Fair, Harper's Bazar, Theatre Magazine, MacLean's


A Beautiful Inexpensive Gift
CONGRESS PLAYING CARDS
Dainty Cards for Every Day Use
CONGRESS PLAYING CARDS
The Three Essentials of Successful Card Parties
CONGRESS PLAYING CARDS
What beautiful Cards!
CONGRESS PLAYING CARDS
Cards that Help You Entertain
CONGRESS PLAYING CARDS
"Let's see what Hoyle says"
CONGRESS PLAYING CARDS

Because we have produced a genuine clear Havana cigar that pleases many smokers of high-class goods you will find one or more of the San Martin & Leon brands constantly in stock in many of the better class of cigar stores, cafes and clubs throughout the country.

"Flor de San Martin & Leon", "Hoyo de Cuba" and "El Briche" are brands made by us under Government supervision in a bonded factory. Into these cigars are put the finer qualities of Cuban leaf grown on our own plantations on the Island of Cuba.

You can profitably better your trade by stocking one or more of these brands.

San Martin & Leon
Tampa, Florida
Member Tobacco Merchants' Association

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE
General Representative for United States and Canada
115 Broadway New York

FRAT is burning up the sales track because it represents the utmost for the money.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.
Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

"LA MEGA" *MADE IN BOND*
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grouse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, MARCH 1, 1917. No. 5.

TOBACCO PRODUCTS CORPORATION NOW INVADING FOREIGN MARKETS

China Estimated to Consume Fifty Billions Yearly—Agencies in South America and the Philippines Also—News Adds Strength to Stock

PUBLICATION by Dow, Jones & Company, of the invasion of foreign markets by the Tobacco Products Corporation is the first official confirmation of rumors that have been in circulation for some time to the effect that the corporation would do business on an extensive scale in foreign markets, especially in the Far East, where there is a market that the British-American Tobacco Company has by no means monopolized and where the strictly American companies have not heretofore operated. Regarding this expansion, the "Wall Street Journal" comments as follows:

"Shanghai, China, has been selected as the most central point of distribution for the stupendous volume of cigarette business that is possible in the Chinese republic. Agencies have also been established in Central and South American countries, including Guatemala, the West Indies, Panama, Bermuda, Costa Rica, Cuba, Hayti, Mexico, San Domingo, Argentina, Nicaragua, San Salvador, as well as the Philippines.

"Rumors have been in circulation for some time that the Tobacco Products Corporation intends doing foreign business on an extensive scale, but this is the first official confirmation of these reports.

"Probably one of the most interesting developments during the past year has been the marvelous increase in the sales of cigarettes, which showed an increase over 1915 in this country alone of about seven billion cigarettes. This increase was greater than the entire production of cigarettes in this country in 1908.

"Another interesting development has been the great increase in the export sales of cigarettes, particularly to China. The recent edict against opium smoking is probably a very important factor in the constantly increasing consumption of cigarettes.

"Approximately fifty billion cigarettes are consumed in China annually, but even with this tremendous volume of business, interests in close touch with the situation agree that the sales surface has hardly been more than scratched, and indications of an increase in consumption point directly to at least double these figures within the next five years.

"At the present time, it is almost impossible to supply the Chinese with the cigarettes they require, and the consumption will undoubtedly be still more rapid in the event that plans for building railroads in various portions of the Chinese republic are consummated.

"Cigarettes made of Virginia tobacco in America are preferred by the Chinese. The Chinese market is peculiar, in the fact that there is no revenue tax, as compared with the internal revenue tax in this country of $1.25 per thousand cigarettes.

"A packet of ten American made Virginia cigarettes retails to the consumer at 5 cents a packet in China. In this country they also retail at 5 cents per packet of ten, but with the internal revenue tax, the profit to the manu-

(Continued on Page 18)

REEVES, PARVIN & COMPANY PLAN EXPANSION OF CIGAR DEPARTMENT

Will Feature Their Own Private Brands—Fifty Salesmen Will Cover Four States—Business of Is. Baum Purchased—Mr. Baum Assumes Management

REEVES, PARVIN & COMPANY, 116 Delaware Avenue, this city, long-established and widely known wholesale grocery house, with the expansion of their cigar department, on March 1st, will enter the cigar jobbing field in four States, as well as in Philadelphia. The jobbing business of Is. Baum in the Boyertown Building has been purchased and Mr. Baum has been secured as manager of the cigar department of this company. Fifty salesmen will be available to aid in the sale and distribution of the brands.

Reeves, Parvin & Company has carried on a small cigar jobbing business heretofore, but on March 1st they will enter the cigar jobbing field in Philadelphia, New York, New Jersey, Pennsylvania and Delaware, in earnest.

The cigar department will feature principally the private brands of the firm which will consist of a full line of all grades. In addition they will handle union-made, Tampa, Key West and imported lines, as well as a few well-known and advertised nickel brands.

The cigar department, under Mr. Baum's management, will cater to clubs, cafes, hotels and high-class stands, as well as the regular trade covered heretofore by Reeves, Parvin & Company salesmen.

A humidor is being installed to contain half a million cigars. With the strong sales force and the reputation of one of the oldest wholesale grocery houses in this section behind them, Mr. Baum looks forward to a wide distribution of the brands to be carried.

The advent of this strong firm into the cigar jobbing field will have the effect of sharpening competition, as well as bringing into the retail trade through a strong sales force, a number of brands that heretofore have had but a small distribution in the city and adjacent territory.

Mr. Baum, who becomes, on March 1st, manager of the cigar department, was formerly a member of the firm of Baum-Jaffe Company, and is well fitted by ability, as well as through a wide acquaintanceship in the trade, to become the head of this department.

The best wishes of the trade go to Reeves, Parvin & Company, as well as to Mr. Baum, in this new undertaking. It is predicted that unless all signs fail, Reeves, Parvin & Company will come to occupy a formidable position in the cigar-jobbing field in this section.

Six Thousand Dollars Asked for Tobacco Culture

At a recent meeting of the Lancaster County Tobacco Growers' Association, a resolution was adopted, to be presented to the Legislature, asking an appropriation of $6000 for the purpose of continuing the experimental work of the Ephrata Experiment Station, which has produced results of such great value to Pennsylvania's leaf tobacco growers. A committee was appointed to take the resolution to Harrisburg and urge the appropriation.

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ESTABLISHED 1881

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TAMPA MILWAUKEE LANCASTER CINCINNATI
HAVANA, CUBA, OFFICE—PERSEVERANCIA 8, CARLOS M. WINTZER
Representative

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One by one the milkman, bread man, ice man, grocery man and newspaper man have raised the prices of their products. No harangue or debate preceded the increases.

Isn't It Strange?

The public has been informed that the increased costs of labor and production have made higher prices necessary if the retailer is to do business at a profit. The higher prices have been placed on the goods, and the public can purchase, or not, as pleases.

But the retail tobacconist, whose goods cost more than ever before and whose overhead charges and living expenses have mounted along with other things, seems to be afraid to ask prices for his goods that will net a fair profit. Now is the time for the retailer to ask and receive a price for the products that he sells which will give him a comfortable profit. If he does not get it now, it is doubtful if he ever will.

Our attention is attracted to two advertisements in the current issue of "Printers' Ink," relative to the circulation of a magazine which raised its price from fifteen cents to twenty cents, and an evening newspaper, which increased its price from one to two cents. Last October the magazine was selling at fifteen cents, and advertised that it printed 1,100,000 copies of that issue. The February issue, the first number at twenty cents, had a run of 1,075,000 copies. The April run, according to the advertisement, is 1,175,000 copies, which does not look as if the increase had damaged the circulation very much.

The evening newspaper referred to had an average circulation, net paid, in 1915, of 356,531 copies. In 1916 its net-paid circulation was 402,644 copies. January 29th, the first day that the paper was sold at two cents, its circulation, net paid, was 319,960. But for the month of February the average net-paid circulation is more than 349,000 copies, and is steadily gaining!

We believe that investigation all along the line will show that any ill effects resulting from price increases are but temporary. And in any event the greater profit resulting from the increased price will take care of a good percentage of lost trade anyway.

We know a retail candy dealer who is selling more of a certain brand of chocolates at fifty cents a box than he did at forty cents.

Isn't it strange that the retail tobacco trade, for the most part, neglects so great an opportunity to establish its business on a solid and profitable basis?

Cigars Gain Nearly One Hundred and Fifty Millions

The following comparative data of tax-paid products as indicated by monthly sales of various stamps and receipts from certain sources of revenue is obtained from the Statement of Internal Revenue Collections for the month of January, 1917, and is issued by the bureau for the information of the trade, trade journals, and other interested persons.

Products	January 1916	January 1917
Cigars (large)	516,938,833	665,975,193
Cigars (small)	76,312,253	79,499,080
Cigarettes (large)	1,538,825	2,384,250
Cigarettes (small)	1,657,748,864	2,416,762,456
Snuff, manufactured (lbs.)	2,671,048	3,451,056
Tobacco, chewing and smoking (lbs.)	32,782,526	37,327,558
Playing Cards (packs)	3,143,588	3,977,513

Note: Porto Rican imports, January, 1917, included in above statement were as follows: 17,037,700 large cigars; 200,000 large cigarettes and 840 small cigarettes.

Philippine imports for December, 1916 (not included in above statement), were as follows: 12,033,527 large cigars; 591,000 small cigarettes, and 64 pounds manufactured tobacco.

Wertheimer Brothers to Open Factory in Ephrata

Wertheimer Brothers, of Baltimore, manufacturers of the widely known "El Dallo" cigar, have secured the cigar factory formerly conducted by S. S. Watts, at Ephrata, Pa., and will operate the same beginning March 1st. Mr. Watts has purchased about three hundred acres of tobacco for Wertheimer Brothers, and has about twenty men employed in packing the same.

Columbia University Boys Choose W. D. C. Pipes

ONE of the largest class pipe orders was recently placed by the students of Columbia University with William Demuth & Company, manufacturers of the famous W. D. C. pipes.

Their choice in making the selection was the W. D. C. handmade line, a widely known grade, and one that is giving the closest competition to foreign brands in the American market. It is needless to say that college students are connoisseurs when it comes to pipes. In choosing the line to be purchased, the most exhausting tests and comparisons are made among the competing lines of both domestic and foreign manufacture.

It is, therefore, a distinct tribute to the makers of the famous W. D. C. handmade pipes, that such discriminating buyers as college men should, after examination, choose that line.

And all this but adds further proof to the slogan that goes with the triangle trade-mark, "pipes of quality."

Weyman-Bruton Company Earns Nice Dividend

Although the tobacco companies were the last of the industrial companies to feel the effects of the prosperity which the country was enjoying as a result of the European war, Weyman-Bruton in 1916 managed to show the largest net earnings since its incorporation in 1911. While net earnings were at a record high, the amount which the company earned for its common stock made a slight recession, being 24.49 per cent. in 1916, as compared with 24.78 per cent. in the previous year. This was due to the fact that the company's capital common stock was increased from $4,000,000 to $4,600,000.

Net earnings in 1916 totalled $1,448,711, an increase of $117,339 over the preceding year.

On January 3d the company declared an extra dividend of 10 per cent. on its common stock and on July 1st an extra of 4 per cent. was also paid.

Despite these two extra cash dividends totalling 14 per cent., the company was able to increase its profit and loss surplus from $540,444 in 1915, to $747,155 to the end of the last year.

The following table shows the net earnings of the company for the past three years, as well as the balance earned from the common, per cent. on common, and the profit and loss surplus.

	1916	1915	1914
Net earnings,	$1,448,711	$1,271,372	$1,198,923
Balance for common,	1,126,711	1,091,372	918,923
Per cent. earn. on com.,	24.49%	24.78%	22.97%
P. & L. surplus,	747,155	540,444	429,072

Oklahoma Senate Passes Anti-Cigarette Bill

Oklahoma City, Okla., February 20.—The senate today passed the "anti-cigarette" bill which was introduced in that body as a substitute for a similar measure adopted by the house last week.

The bill as passed today provides that cigarettes may be sold by licensed dealers who must furnish a bond of $1000 in addition to a nominal license fee. Should a dealer sell cigarettes to a minor, the bond is forfeited, one-fourth going to the prosecuting witnesses.

Unlicensed persons dealing in cigarettes are subject to a fine and jail sentence.

Reynolds Tobacco Company Doubles Preferred Stock

The preferred capital stock of the R. J. Reynolds Tobacco Company has been increased from $2,500,000 to $5,000,000, it was announced after a meeting of the company's directors. The company has $10,000,000 common stock.

EXTRA! EXTRA! HARRY EARNSHAW CONFESSES!!!

Harry A. Earnshaw, widely known editor of "Ginger," has at last consented to lift the veil* of secrecy, and tell the dear old public all about it. Astonishing disclosures are made by him in the March issue of "Vanity Fair." "My Harem in New York" is the title. Every man that has ever aspired to be a Turk or a Mormon, or a South Sea Islands king, should read it. Get your copy now.—Adv.

*That no one who purchases the March issue of this magazine should be under a misapprehension as to just where Mr. Earnshaw lifts the veil, we will say that it refers specifically to page 70.

Another "United" Store Robbed in New York City

Three men with revolvers and lots of nerve entered a United Cigar Stores shop at 752 Third Avenue Monday morning and promptly put their weapons on display. They pointed the revolvers at the clerk, Joseph Rugoff, of Flushing, and ordered him to walk into a rear room quietly. Rugoff did. There they tied Rugoff's hands and feet, and without undue haste, examined the small safe.

They found in it $169 in bills after they had smashed the strong box in the safe. Then they went away. Fifteen minutes later a customer entered the store and heard Rugoff's appeals for aid. The police say they found interesting finger prints on the smashed strong box.

The Up-to-date Dealer

He believes that strict integrity is the foundation to all legitimate business success. He places no limit to his ambition, since the field is free to all and work is the price of progress.

He pushes for more business in busy seasons, and, if customers are scarce, still pursues. He depends on his own exertions and abilities, and they reward his confidence.

He practices strict business economy and does not descend to penuriousness.

He is not utterly defeated by defeat, nor careless from success.

He is honest, not only from policy, but from principle; he considers success, lacking self-approbation, as failure in disguise.

He pays promptly and collects as he pays, rather than pay as he collects.

He is courteous in manner and appreciates the commercial value of cordiality.

He thinks first and deeply, and speaks last and concisely.—"Exchange."

IRREGULAR PAGINATION

The Cuban Tobacco Market

By Albert L. Hoffman, in "The Americas."

THE Cuban tobacco market in the first month of the current year has been active and with prices well sustained owing to the presence of a number of buyers from the North and the fact that stocks are scarce. The prospects of this year's crop also appear a trifle dubious on account of the severe drought that has been experienced in the tobacco-growing districts, and though, of course, there will be some sort of a tobacco crop this year, even if it be only from the irrigated districts, the total yield will probably fall short of what was anticipated unless a moderate rainfall comes soon to relieve the poor vegueros.

The complete figures for the 1916 tobacco crop have just been published and show the following results:

Exports of leaf tobacco from January 1 to December 31, 1916, amounted to 352,220 bales, weighing net 16,246,299 kilos, compared with 340,701 bales weighing 17,058,369 the previous year, showing an increase for 1916 of 11,519 bales but a decrease of 812,070 kilos.

Of the above the United States alone imported 250,116 bales, about 5000 bales more than last year, and Holland imported 50,113 bales, equivalent to 50 per cent. more than in 1915, and, as will be seen, these two countries alone purchased nearly 90 per cent. of the total exports. The other principal buyers were: Spain, 14,719 bales; Argentina, 13,529 bales; and Canada, 11,940 bales.

In cigars Cuba's total exports for 1916 amounted to 121,663,309, being an increase of 657,534 cigars over the total exports of the previous year.

The United States was the largest purchaser, taking 49,452,058 cigars, compared with 38,564,867 in 1915, an increase of nearly 11,000,000. England, on the other hand, usually Cuba's best customer, in this line, imported 38,792,565 cigars, compared with 52,004,832 the year before, showing a decrease of 13,212,267. This was due, of course, to the war conditions in that country and the tendency it cut down luxuries. The other principal countries importing Cuban cigars were: France, 5,291,144, a slight increase; Spain, 5,107,996, an increase of over half a million; Australia, 3,859,269, an increase of nearly a million; Canada, 3,491,754, a decrease of 190,000; Chile, 3,029,145, an increase of half a million; Argentina, 2,823,044, an increase of 1,318,201; Denmark, 2,583,720, or only about half the cigars imported in 1915. The Canary Islands, Spanish Africa and Gibraltar imported each about half a million cigars, and the remainder in varied amounts was shipped to every civilized country in the world where the "best smokes" are appreciated.

In cigarettes Cuba's exports decreased, being 11,239,458 packages in 1916, compared to 12,417,529 in 1915. Colombia was the largest importer, taking 3,206,712 packages. Panama was next with 1,740,733, and the Dutch West Indies and French Africa each imported about a million and a half. The Cuban cigarette is apparently not over-popular in the United States, for we find that only 104,936 packages were taken by that country, whereas, Great Britain imported five times that amount.

Exports of Picadura or cut tobacco showed a slight increase in 1916, namely, 321,658 kilos, compared with 313,911 the year previous. Most of this finds its way to France and her colonies; Colombia, the Canary Islands, Gibraltar and even Great Britain import a certain amount.

It is somewhat difficult to estimate the value of Cuba's total tobacco crop, but taking a fair average price, from the Custom House declarations, for the various tobacco products exported, a local periodical gives the following table:

Value of Tobacco Exported in 1916

Leaf tobacco, 352,220 bales at average $46.27 a bale,	$16,298,268
Cigars, 121,663,309 cigars at $73.80 per 1000,	8,979,770
Cigarettes, 11,239,458 packages at $29.84 per 1000,	335,429
Cut tobacco, 321,658 kilos, at $.92 per kilo,	298,529
Total,	$25,911,996

or nearly $2,000,000 in value more than the exports of the year before.

The amount of tobacco consumed in Cuba itself is surprising, considering that the total population of the island is only about two and a half million inhabitants, and when we are told that the local consumption almost equals the exports, it is hardly credible. Following, however, are facts compiled by reliable local authorities, who base their calculations on figures obtained from the Government Bureau of Internal Revenue from its sale of stamps, which the Cuban law provides must be attached to all packages of cigars, cigarettes, or tobacco produced in this country:

Value of Tobacco Consumed in Cuba in 1916

Cigars, 268,463,650 at average $45 per M,	$12,080,064.25
Cigarettes, 263,465,693 packages at $22 per M,	5,796,245.24
Cut tobacco, 317,544½ lbs. at 50 cents a kilo,	158,772.25
Total,	$18,035,881.74
Add to this amount the value of total exports,	25,911,996.00
Gives a total of,	$43,947,877.74

Add to this, the amount of cigars smoked by workmen in the factories, who are usually given an allowance of seven per day apiece, also the number generously given away to visitors by the handful, besides what is smoked by the farmers and their families, of all of which no record is kept, and the total tobacco crop may be estimated at around $47,000,000.

Reading Cigar Manufacturers May Increase Prices

According to a news dispatch, Reading cigar manufacturers are considering whether they shall raise the price of the former nickel cigars to six cents each, or keep the present price, but reduce the size of the cigars.

Owing to the increased price of all kinds of tobacco, they say some action must be taken. They have already advanced from $2 to $6 per thousand as to the wholesale rate to retailers.

Many favor making smaller cigars. Some now measure from 4½ to 5 inches in length. They think the smokers would prefer a 4-inch cigar at five cents, rather than pay six cents for the present size.

Others say that this would only prove a make-shift relief of the situation and that higher prices would be necessary in a short time.

A. Z. Sherk and L. D. Mason, of the Davis, Sherk & Mason Cigar Company, of Reading, were recent visitors.

New Home of Bobrow Brothers Completely Equipped

A VISITOR to the new home of Bobrow Brothers, manufacturers of "Bold" and "Topic" cigars and "Little Bees" little cigars, will be impressed with the completeness of the arrangements for the economical and efficient production of their brands. Everything from the resweating of the raw leaf to the packing of the goods for transportation is now handled in the one building at Fifth and St. James streets.

The offices finished in golden oak are completed, and every facility for the efficient transaction of their tremendous business has been installed.

The upper stories of the building, used for manufacturing, banding and packing of cigars, and stripping of leaf are clean, light and airy. A visitor to the "Bold" factory cannot but be favorably impressed with what he sees.

Portuondo's Stars Sign With Phillies for 1917

Portuondo's star, "All Alike," is signed with the management of the National League Baseball Club here, and will be on the job every day that there are games at Broad and Huntingdon streets. He has many followers at the Phillie's Park and never fails to make a hit.

Phillie fans will also be interested to learn of a new star of great promise who is to break into the National League Park this year. "El Grande" is his name, and he is another Portuondo product which is almost a certain guarantee that he will make good.

"All Alike" is the popular five-cent cigar, and "El Grande" is a ten-cent product, both from the Portuondo factory, which has the exclusive cigar privileges at Broad and Huntingdon streets this year.

H. J. McConnell Resigns from Yahn & McDonnell

H. J. McConnell, manager of the Fourth and Sansom streets store of Yahn & McDonnell, resigned his position there on February 24th, and intimates that he will probably enter the cigar business for himself. Mr. McConnell had been with Yahn & McDonnell for more than six years. He was exceedingly popular with the many customers of the store, and all wish him the best of luck in his new venture, whatever it may be.

Mr. McConnell is succeeded by E. J. Smith, who has been with the firm for the past three years. He has recently been at the Widener Building store. Previous to that, Mr. Smith was with Al Runge, at Delaware Avenue and Market Street, and joined Yahn & McDonnell when that store was taken over by them.

Philadelphia Notes

Reuben Ellis was noticed in our midst this week.

Frank Rowland, of Lopez Hermanos & Company, was a recent visitor to the local trade.

Ben Lesser, of Salvador Sanchez y Ca., was in the Quaker City recently, boosting the "Dulce" brand.

Henry Ottenberg, the well-known Manila importer, has been calling on the trade here, and has lined up some nice orders.

Mr. Lederer, of the Oppenheimer Company, was in town last week, taking orders for his firm's well-known "G. B. D." and "Keystone" pipes.

The H. B. Grauley store at Sixth and Chestnut streets has been featuring the "Selwyn" perfecto, which sells at five for a quarter or six cents each.

The E. H. Gato Cigar Company has received additional orders for their goods for Philadelphia consumers, through the efforts of Mr. Thompson, who has been calling on the trade.

Sig. C. Mayer, who is recovering from the effects of an operation, is convalescing at Atlantic City. The sea air is proving beneficial, and Mr. Mayer expects to get back in harness before long.

Art Lauer arrives Saturday to put in four weeks' work on the "El Yutan" brand on behalf of Dusel, Goodloe & Company. This brand is one of the biggest sellers that the house handles, the "Longfellow" size being especially popular.

Leach & Company are featuring "Eutopia" and "Jefferson" smoking mixture in the windows at the Tenth and Chestnut streets store. "Leaco" five-cent cigar is also prominently displayed. At 111 South Broad Street the famous old "Sanchez y Haya" brand is attractively featured in a window arrangement.

TOBACCO PRODUCTS CORPORATION NOW INVADING FOREIGN MARKETS

(Continued from Page 13)

facturer, jobber, and retailer in China is proportionately larger.

"The Chinese Government, owing to its treaties with foreign powers, cannot make a monopoly of the cigarette and tobacco business.

"The Tobacco Products Corporation was quick to see the possibilities in the foreign field. This particular company occupies a unique position in the tobacco industry, inasmuch as it is the only large American tobacco concern, owing to the dissolution of the old tobacco combination, that can operate throughout the world; and it is the only tobacco company owned entirely by American capital to enter the foreign field.

"Of course, the British-American Tobacco Company is expanding rapidly throughout the world; but this company, formerly a subsidiary of the American Tobacco Company, is now an English concern.

"The Tobacco Products Corporation's factory in Cairo, Egypt, takes care of practically the entire world for high class Turkish cigarettes, with the exception of the United States and Canada. In these two countries the cigarettes are manufactured locally, the Canadian subsidiary being located in Montreal.

"In addition to the development of its cigarette export business, a further example of this company's expanded sales policy is shown in the development of its plug tobacco business in New Zealand.

"Under the dissolution of the original American Tobacco Company, this field was tacitly left to the British-American Company, but the Tobacco Products Company is an entirely new concern which had no part in the original tobacco trust and is, therefore, free to seek whatever field it chooses. As there is no government monopoly of tobacco products in China, the company has a free field and can sell its products at prices equal to those obtained in this market."

The Burden of Useless Laws

Have you not come unconsciously to think of legislative merit in terms of multitudinous bills and laws? Following the popular trend, have you not grown to estimate a legislator's service by the number of new measures which he may propose?

We hear a great deal now about "constructive" legislation, as if there were some magic in the name, and public men are often criticized by an unthinking press because their names are not identified with the enactment of some new law. There could not be a greater fallacy.

To prevent enactment of new laws may be a legislator's highest merit, and to encourage legislation may be a grievous fault. In the majority of cases, "constructive legislation," as it is called in the prevailing phrase of cant, is a delusion and a fraud.

In a great and growing country such as ours, with continual rapid changes going on, of course we cannot get along without new laws, but in ordinary times, "constructive" legislation, as men love to call it, is a danger. In most years we should be far better off if Congress and our State Legislatures would confine themselves to the enactment of appropriation bills and to imperative revision of the laws for raising revenue.

The thing the country needs today is not new laws so much as the repeal of bad.—"Louis R. Coolidge in 'American Industries' for February."

Yahn & McDonnell to Open Headquarters March 12

After many delays, due to difficulty in getting equipment and furnishings, it is stated that Yahn & McDonnell will open their new jobbing headquarters at 1311-1313 Sansom Street, Monday, March 12th. The interior woodwork, cases, railings, etc., will be finished in mahogany. In addition to the big humidor holding half a million cigars, there will be several outside humidor display cases holding 6500 cigars each.

Tobacco Shipment Returned to Rotterdam

A consignment of tobacco, valued at $15,000, shipped on a vessel out of Rotterdam for the G. J. Johnson Cigar Company, of Grand Rapids, has failed to get through the blockade of Germany's submarines. The vessel bearing the shipment decided not to risk the submarine menace and turned back after starting.

Lack of Damp Weather Closes Sparta Leaf House

Owing to a lack of damp weather, the Jefferson Leaf Tobacco Company has been forced to close its factory at Sparta, Wis. They have run out of tobacco and until damp weather comes they cannot open. Large quantities of tobacco have been contracted for, but the weather has not been sufficiently damp for the growers to handle and deliver the leaf.

Schulte Secures Another Location in Bronx

Pease & Elliman, in conjunction with Irving L. Goldberg, have leased to the Schulte Cigar Company in the property owned by the Manhattan Leasing Company on Westchester Avenue, at Simpson Street, New York, the store and basement, 1016½ Westchester Avenue, which will be opened by the Schulte Company as a branch establishment.

Bankable Cigar Company to Erect New Home

The city council of Frankfort, Ind., virtually agreed at its last meeting to buy the present building owned by the Bankable Cigar Company, for $20,000, for use as a city building if three hundred citizens would sign a petition for it. Four committees obtained the signatures Tuesday in a few hours. The Bankable company plans the erection of a new $55,000 home. Several cities in this locality have been bidding for branch factories.

The Square Deal Proposition

There used to be a time, perhaps, when selling goods was a game in which the seller was expected to take every possible advantage of the buyer, of his ignorance of qualities and values, and of his temperament, and to get the best of him in every way possible.

But as a rule, more enlightened methods are beginning to prevail in modern business, and the man who wants to attain the highest measure of success in the profession of salesmanship doesn't seek to take undue advantage of the buyer.

On the other hand, he seeks to give the buyer a square deal, to sell him something that will please him, and that will be a fair equivalent for the money expended.

This does not mean that there are no longer any sharpers engaged in the business, or that there are not salesmen and clerks who would take any unfair advantage of a customer, and then pat themselves upon the back in the belief that they had done something smart, but it does mean that the tendency is in the other direction.

The most successful clerks and salesmen today are the ones which would refrain from gouging a customer who happened to be ignorant of qualities and values, just as they would refrain from offending them by boorish and uncivil treatment.

British Tobacco Trade in 1916

The year 1916 proved a very prosperous one for the British tobacco trade. Substantial profits were distributed by many firms, among them concerns that before the war had not been paying any dividends. The British-American Tobacco Company, Limited, declared a dividend for the year of 30 per cent. (the profits amounting to $13,301,900, against $9,003,300 in 1915), and in addition will distribute a bonus. A Newcastle multiple-shop company had a net profit 117 per cent. larger than in the preceding year; another important firm nearly doubled its profits. In short, it may be said that the manufacturers with fast-running machinery who were able to obtain steady supplies of tobacco for their factories did exceedingly well in the past year.

Some loss and hardship will undoubtedly be caused to the retail trader in certain, particularly suburban, areas in the large towns through the new closing order, which prohibits shops from selling tobacco products after 8 P. M., and 9 P. M. on Saturday; this order has caused smokers who work late to make their purchases in the districts where they are engaged, instead of waiting until they reach home; but though individual shopkeepers have suffered in some instances, particularly in the neighborhood of theatres and other places of entertainment, retailers in other parts have been the gainers, so that the trade as a whole has not suffered.

But whereas the manufacturing and retail trade sections have little cause for complaint, the importer, especially of the leaf, has had an anxious year, owing to the prohibition in 1916 of the importation of any further consignments of tobacco. As this step threatened to prove disastrous to the trade and, incidentally, reduce the State's revenue from the tobacco duty, the Board of Trade, after several months of negotiations, agreed to modify the regulations by permitting a restricted importation. This scheme, which fell under two heads, came into force on June 1st last for a period of one year and may be summarized as follows:

(a) That merchants (and any manufacturers who had imported direct) should receive permits to import one-third of the quantity they imported in 1915, the Board of Trade stipulating that merchants should offer their import to their clients of 1915 pro rata to their purchases in that year; and, further, reserving the right to adjust any disputes which might arise between buyer and seller in regard to the quantities and prices.

(b) Manufacturers who were exporting tobacco, either through ordinary commercial channels or for Government orders, were granted permits for their twelve months' requirements, based on the quantities they had shipped out during the first quarter of the year, this arrangement being made possible by the offer of the British-American Tobacco Company to charter neutral steamers and carry all the tobacco licensed to come forward under this scheme.

It appears that most of the tobacco licensed for importation under the above arrangement has now been received. A large quantity of the tobacco received since June 1st has fallen under section (b). The trade is now very anxious to know whether the arrangement will be renewed for another year from May 31, 1917.—"Commerce Reports."

Growers Claim 1916 Prices Too Low

At a recent meeting of the New England Tobacco Growers' Association, at Hartford, Conn., it was agreed by all present that the prices received for the 1916 crop were too low for even a fair profit.—Hartford "Courant." We wonder if the dealers and manufacturers also agree.

In the News

William F. Brown, who has opened a general store at Pearl and Walnut streets, Clinton, Mass., will carry a line of cigars as well.

S. A. Eckstein, of Milwaukee, Wis., was re-elected a director of the Tampa-Cuba Cigar Company at the annual meeting held in Tampa recently.

The United Cigar Stores Company opened a stand in Lansing, Mich., on February 24th. Souvenirs were given to customers on the opening day.

Gaston, Williams & Wigmore, tobacco department, has received contracts for $8,500,000 of tobacco for foreign shipment. They call for Cuban and domestic grades.

Among the British firms in Belgium, which are advertised in German newspapers as about to be compulsorily liquidated, is the British-American Tobacco Company, of Antwerp.

Two armed men recently overcame the clerk of the United Cigar Store at 1588 Milwaukee Avenue, Chicago, Ill., and looted the cash register and safe of $310—and got away with it.

Owing to the congested condition of freight traffic in the Middle West, it was reported recently that Youngstown, O., was experiencing a severe shortage of smoking and chewing tobacco.

Among the recent incorporations at Albany is G. Le Fabre & Company, Incorporated, cigarettes. Capital, $5000. The incorporators are A. Hotfstein, R. M. & G. Le Fabre, 326 Fifth Avenue.

Henry D. Moler, formerly of Marshalltown, Ia., has secured the stock, fixtures and business of the cigar store and billard parlor at 24 East Main Street, that city, until recently owned by John W. Crosby.

Mahler & Stein, Incorporated, manufacturers of cigar boxes, at 725 First Avenue, has assigned to Reuben J Wittstein. The business was established in 1906, and in corporated in 1914. Frank O. Stein is president.

Nine Bloomington, Ind., cigar dealers have been fined $19.50 each for selling cigarettes to minors. Evidence in all of the cases was obtained by the school authorities.

Henry Van Der Schriek, of Rotterdam, Holland, who is in the United States to purchase about $2,000,000 worth of tobacco, cotton and grain, has recently left Milwaukee, Wis., for St. Louis en route to Galveston, Tex.

Charles P. Reinhart and Henry Miller, of Carroll, Ia., have recently purchased the largest cigar store and billiard parlor in Clinton, Ia., and will shortly remove their families to that place. They took possession of the business on February 17th.

The Schagrin-Roseman Company, Youngstown, O., has recently been incorporated with capital stock of $50,000 to handle cigars. The incorporators are Harry Schagrin, Samuel Schagrin, John L. Roseman, Solomon H. Hamburger and Robert M. Lawson.

Knickerbocker's Broadway Jottings

Jesse Falk, of G. Falk & Brother, has been at headquarters on a visit.

Maximilian Stern, the widely known Havana leaf man, has returned to New York from Cuba.

Jerome Regensburg has leit recently for Tampa. He was accompanied by Mrs. Regensburg.

George W. Hill, vice-president of the American Tobacco Company, has returned from Cuba.

The "7-Center," which sells at 7 cents, is a new brand placed on the market by E. Popper & Company.

Ferdinand Cranz, the well-known Sumatra importer, was noticed on the Atlantic City Boardwalk recently.

Dave Frankel, of Frankel, Gerdts & Company, of San Francisco, has been among the recent out-of-town visitors.

Among those recently returned from Havana is T. C. Gales, vice-president of Henry Clay and Bock & Company.

Harry Noble, sales manager of the Tobacco Corporation of America, has returned from his trip through the South.

The Porto Rican-American Tobacco Company has moved its offices from 17 Madison Avenue to 250 Fifth Avenue.

William Deiches, of the well-known Baltimore house of William Deiches & Company, was a New York visitor last week.

John L. Miller, Jr., manager of the J. B. Moos Company, of Cleveland, O., was among the recent visitors to New York.

Charles Landau, who represents the famous Havana house of H. Upmann, has recently returned from a visit to the factory.

John W. Merriam, who has enjoyed a successful business trip through the Middle West, is expected to reach the factory this week.

Business was responsible for the recent visit to New York of R. D. Burnett, of the R. D. Burnett Cigar Company, Birmingham, Ala.

T. Wright, the genial member of the famous St. Louis house of T. Wright & Company, has been among the recent Broadway visitors.

Rucabado & Company, who manufacture Porto Rican cigars, have recently removed their factory from 141 Maiden Lane to 162 Water Street.

A. J. Lachman, president of the West Indies Cigar Company, sailed last week for Porto Rico, where he will look over the leaf crop.

A large shipment of Manila leaf was recently received by the Philippine Tobacco Company. Another shipment is expected this month.

"Clear Title," a cigar from the factory of D. M. Frank & Company, is continually growing in demand according to reports at the factory.

Anthony V. Jockel, vice-president of Ruy Lopez Ca., is now on a trip through Southern territory in the interest of the firm's brands.

A. L. Sylvester, president of the American Cigar Company, has returned to his offices at 111 Fifth Avenue, following a trip to Havana.

Sidney J. Freeman has been on a trip through the Middle West, where he secured some splendid orders on his La Flor de Intal brands.

F. R. Hoisington, of the Cayey-Caguas Tobacco Company, is expected back in town in a few days. He has been on a trip through the South.

The lease on the cigar store of H. M. Miller, at 36 Wall Street, has been acquired by A. Schulte, and will be added to that company's chain.

Jules de Vries, representative of Bayuk Brothers, at Amsterdam, Holland, has come over to New York, following a visit to his Philadelphia clients.

Arthur Herbert, who has been on the Pacific Coast for the past year in the interest of Philip Morris & Company, has returned to the New York office.

Darrington Semple, manager of the Blue Peter Cigarette Company, left town last week for a trip to Alabama. He expects to be gone about a month.

C. W. Boom, of the Cien Porciento Company, has returned to headquarters after a visit to Porto Rico, where he inspected the leaf crop. He is not optimistic over the size of the crop.

Following a trip through the West, Claude Turner, the "Charles the Great" representative, has returned to New York headquarters with a well-filled order book, despite the increased prices.

Following the announcement of a raise in price on a number of imported Havana brands, it is stated that March 1st, a new price list will go into effect on the famous "Belinda" and "Punch" cigars. The increases will average about $5 a thousand.

The Tobacco Corporation of America has removed its headquarters from 150 West Fifty-second Street to the Craftsman Building at Thirty-ninth Street and Fifth Avenue. The new location provides more commodious quarters for the rapidly developing business of this new company.

Warren G. Lewis, who is introducing the "La Sultana" cigar in Hudson River territory, is said to have made a splendid record for himself thus far. He has opened many new accounts and has secured a high percentage of repeat orders.

A Diamond Pin for Robert E. Lane

ROBERT E. LANE, the genial representative of the "Partagas" cigar in the United States and Canada, is exhibiting a token of appreciation, in the form of a diamond scarf pin, which was bestowed upon him by the manufacturers of the brand, Cifuentes, Pego y Ca. The pin contains nine diamonds of fine quality. Mr. Lane's work with the "Partagas" brand has been very successful. That good work does not go unrewarded is evident from the sparkling gems which adorn Mr. Lane's tie.

Manila Commercial Company Discontinues Some Sizes

The Manila Commercial Company, through A. Determann, representative at 4 Broadway, has notified the trade of the discontinuance of the "Londres," "Brevitas" and "Manila Plantation" sizes. New price lists containing an advance on certain sizes have already been sent out.

Mr. Determann says that he believes that it is only a question of a short time when Manila cigars selling at less than five cents will be "few and far between." At present arrangements are being made to retail the cheaper brands of the company's goods at three for ten cents.

The United States Army Transport "Thomas," which is expected to arrive in San Francisco about the middle of March, is bringing 400 bales of leaf tobacco and 2,120,000 cigars for the Manila Commercial Company.

United Cigar Stores' Earnings

President Edward Wise, of United Cigar Stores Company, says final figures show sales in 1916 totalled $35,822,985, against $31,038,846 in 1915. Of this increase, $3,629,000 was obtained in the same stores in existence the previous year. Net income for the year was $2,892,000, which does not include all earnings of subsidiary companies.

Mr. Wise further says: "We have every reason to believe that peace or war will not disturb our constant growth, and that in 1917 an additional $4,000,000 increased business will be added to our volume.

"Our development account for the year, advertising, selling schemes, etc., showed an expenditure of $2,026,830, all of which was charged off as current expenses. This amount, a big proportion of which was given to our customers, adds a permanent value to the company.

"Additional dividend disbursements during the year increased $135,810, due to common stock dividend of 7 per cent. for the entire year as compared with 6 per cent. for part of the year 1915.

"After paying all dividends, disbursements, etc., and making allowances for depreciation, we added to surplus $[illegible]3,842, making total surplus $2,739,000.

"January, 1917, sales show an increase of $572,000, which justifies our anticipation for an increase of $[illegible],000,000 sales for year 1917."

Harry Prochaska, manager of the label department of Adolph Frankau & Company, has returned recently from a trip to Baltimore and other cities.

Corner of Forty-seventh and Seventh Goes to "United"

THE De Lacy corner in Langacre Square once again has been sold. Sol Bloom, the recent purchaser of the property, has resold it to the United Cigar Stores Company. The site is only 40x80 feet in size and occupies the southeast corner of Forty-seventh Street and Seventh Avenue, facing directly on the square.

Mr. Bloom paid $450,000 for the property, or at the rate of $140 a square foot, at the auction sale on January 30th, and is said to have turned his contract at a comfortable profit.

The United Company will erect either a six- or twelve-story building on the site, using such space as it may require and letting the remainder.

James C. Bolger, president of the United Stores Realty Company, which has charge of the real estate interests of the United Cigar Stores Company, in an interview, said:

"While the company has purchased very few of the many properties in which its stores are located, this particular corner appealed to us as being one of the very choicest in New York and of such importance to our retail trade that we felt we should own and not lease such a desirable site and any buildings that might be erected thereon. This could only be accomplished by a purchase of the property, and there now will be a United store at that corner for a great many years to come. The purchase also reflects the opinion of the officers of this company that real estate on Manhattan Island is trending toward higher valuations and is a good buy today."

The restaurateurs who at present occupy the store in the building are paying only $2000 a year for their premises, which is the rental decided upon twenty-one years ago. An offer to lease the building at $30,000 net per annum is understood recently to have been made. Mr. Bloom appraised its rental value at $35,000.

U. C. M. Co. Now General Cigar Company, Inc.

On March 1, the United Cigar Manufacturers' Company will assume the name of the General Cigar Company, Incorporated. The following announcement has been sent out by that firm:

"At the regular meeting of our board of directors, held on December 12, 1916, it was voted to change the name of our company to General Cigar Company, Incorporated.

"This change is a change in name only, designated to eliminate a considerable amount of confusion heretofore existing in the use of our company's name, with that of another company conducting a large chain of retail stores bearing a similar name.

"Justice Edward R. Finch signed an order, which was entered on January 19, 1917, authorizing us to assume our new corporate name on and after the first day of March, 1917."

Jacob Labe, of Cullman Brothers, has returned to New York, following a visit to the Havana leaf market.

Benefit of Trade Acceptances to Retailers

(By Charles W. Dupois, Vice-President, Second National Bank Cincinnati, O.)

TRADE ACCEPTANCES, the new form of commercial paper brought into existence by the Federal Reserve System, to be used in transactions between buyer and seller, have a decided interest for all retailers, according to Charles W. Dupois, vice-president of the Second National Bank of Cincinnati, owing to the fact that they will give him a better opportunity to compete with quantity buyers who receive large discounts from jobbers.

Briefly stated, the Trade Acceptance is nothing more nor less than a "time draft" or negotiable promissory note given by the buyer to the seller when he purchases a bill of goods from the latter, in the case of the tobacconist the seller generally being the jobber. Thus, under the new system, when a jobber sells a bill of goods to a retailer on the usual credit terms, he sends along a Trade Acceptance, which the retailer accepts by writing the word "accepted" across the face.

When this is returned to the jobber, the latter is then in possession of paper which he can take to his bank and discount if in need of ready money, or hold as part of a reliable secondary cash reserve in case there is no necessity for discounting. In pointing out how the retailer will benefit by the more general use of the Trade Acceptance, Mr. Dupois gives six principal reasons:

"1. Time purchases will be made on more favorable terms, for, obviously, if the buyer gives the seller what he so much desires, the buyer will, in all probability, obtain a commensurate benefit in return.

"2. There will be a tendency to lower net prices to those substituting Acceptances for open accounts.

"3. Buying will be done with a greater regard for paying the bills when due, and consequently there will be less overstocking and fewer losses.

"4. The time buyer will be doing his part to eliminate the tremendous advantage now enjoyed by the cash-discount-buyer.

"5. Manifestly, the buyer will be able to depend on the seller to show reasonable leniency if, for any reason, it should become inconvenient or impossible to pay the Acceptance when due.

"6. Inasmuch as the Trade Acceptance expressly refers to the invoice or otherwise shows on its face that the obligation is made for a purchase and not for a loan, such a transaction cannot be a reflection on the acceptor's credit. It will merely indicate his willingness to give for a debt honestly owing a negotiable certificate of indebtedness in place of an open account. This in itself will be an evidence of good faith. His credit will finally be determined not by the form his obligations take, but by the manner in which they are met."

It will be seen from the above that Mr. Dupois is of the opinion that the use of Trade Acceptances by the retailer will place him in a position to cope with the large cash-discount buyer, as actual cash will no longer have the lure as of old for the jobber who has his trade giving him Trade Acceptances, which are easily convertible into money at the bank. In other words, the Trade Acceptance, whether it be for 30, 60 or 90 days, is looked upon as cash.

While the benefit to the banker, jobber or manufacturer using Trade Acceptances is obvious, Mr. Dupois points out some of the more striking features. He says that for one thing, the correctness of the account is expressly admitted by the buyer; economy and convenience in collecting accounts will be gained; buyers will not be so likely to overbuy and thus weaken their ability to pay promptly; the need for working capital will be lessened; dead capital will be transformed into self-liquidating commercial paper; unreasonable allowances for cash payments will not be so easily exacted from sellers in need of ready cash; sellers with insufficient capital will not be driven to selling their accounts receivable at outrageous rates, and Trade Acceptances will show the banker the character of the seller's customers much more satisfactorily than the mere statements of the seller regarding his trade.

There are other benefits to the seller who is able to get his trade to using Trade Acceptances, but the above are the more important. According to Mr. Dupois, there are many difficulties to overcome before they will come into universal use. Among these he places the custom of the jobber acting as the "obliging banker for the retailers" as being a stumbling-block. He lists the difficulties to be overcome and suggests the remedies as follows:

Objections to System

"1. Our old and firmly fixed business habit of carrying open book accounts.

"2. The supposed advantages of this old system for the buyers.

"3. Reluctance of buyers, especially retailers, to give promissory paper, lest thereby they do something to reflect on their own credit.

"4. Fears and suspicions that written obligations in negotiable form will fall into the hands of remorseless collectors.

"5. The fact that wholesalers have been obliging bankers of retailers.

"6. Present plethora of money and cheapness of credit.

"7. Lack of appreciation of the importance of the proposition and the apathy of all concerned.

"8. Legal consequences of concerted action having to do with selling terms and conditions.

Suggest Remedies for Obstacles

"The remedies necessary to overcome these difficulties and a few suggestions for bringing Trade Acceptances into being may be set down as follows:

"1. All who gain any advantage through the use of Trade Acceptances must be willing to do or give something in return. For example, the low rediscount rate on this paper should, in part at least, be passed along to the sellers by the bankers, and the sellers should give a concession to acceptors. Other inducements and incentives must be found. For obvious reasons the initiative must be taken by sellers.

"2. Bankers should readily discount Acceptances of small denominations without any discrimination against them because of their size.

"3. Banks must show more discrimination in favor of Trade Acceptances. A one (1%) per cent. lower rate given by a bank, whether it re-discounts or not, will soon arouse the interest of sellers who borrow. If banks do not offer this concession to holders of Acceptances, they must not complain if the Federal Reserve Banks go into the open market and buy them directly from such holders.

"4. Sellers must allow acceptors to anticipate payment on Acceptances at the prevailing rate of discount, and bankers should allow their borrowers to do likewise on discounted Acceptances.

"5. No man should ask for Acceptances in lieu of open accounts unless he, himself, is willing to give his own Acceptances under like circumstances.

Jobber Should Not Act as Banker

"6. Wholesalers should refuse to act as bankers for buyers unless they are given evidence of indebtedness in the shape of negotiable credit instruments.

"7. Reasonable leniency will have to be promised and shown such acceptors as find it inconvenient or embarrassing to pay Acceptances at maturity. When granting extensions, however, notes and not Acceptances should be taken. The Trade Acceptances should be used only in the original transactions and never for extending accounts.

"8. Bankers must not be as liberal as heretofore with those single-name borrowers who refuse to make an honest effort to convert open accounts into Trade Acceptances.

"9. Discontinue the large cash discount, allow a reasonable discount on actual cash sales only, and make Trade Acceptances the only alternative at the buyer's disposal. Such an arrangement would give the honest man with small capital a better chance to compete. If this innovation were introduced through the concerted action of a number of wholesalers in a given line of trade, it would very quickly bring the desired results."

Tobacco Products Common Earns Twice as Much as in 1915

The annual report of the Tobacco Products Corporation for the fiscal year ended December 30, 1916, shows net earnings, after paying preferred dividends of $870,624, an increase of $438,858 over 1915. The net earnings are equal to 5.42 per cent. on the $16,000,000 common stock, compared with 2.6 per cent. earned on same stock in 1915.

In remarks to stockholders in the annual report of the Tobacco Products Corporation, Gray Miller, treasurer, says:

"Your company has acquired and now owns all of the $1,500,000 par value 7 per cent. cumulative preferred stock, and all but $200,000 par value of the $2,000,000 par value of the common stock of Schinasi Brothers, Incorporated, a New York corporation, which owns all of the assets, including good-will, trade-marks, etc., of the old established business of Schinasi Brothers, cigarette manufacturers, New York City. This transaction has been consummated by the expenditure by your company of $3,100,000 in cash, and the sale of $200,000 par value of its own preferred stock, which it had from time to time purchased with its surplus cash in the open market."

Claims Against Hamper Estate Settled

Claims amounting to $25,793.64 against the estate of the late Walter R. Hamper, president of the Globe Tobacco Company, Detroit, Mich., have been adjusted by John R. Kempf and Robert E. Barber, commissioners on claims, according to their report filed in probate court.

The claim of Mrs. Ella Wetmore, who has recently appealed to circuit court from a decision of Probate Judge Edward Command denying her a window's allowance in the $600,000 estate, is shown not to have been presented to the commissioners by the fact that no entry either of allowance or rejection appears. Mrs. Wetmore claims to have been Mr. Hamper's common-law wife.

Approval of the commissioner's report by the administrator of the estate appears in the papers.

Edwin C. Way Leaves More Than Half a Million

The inheritance tax in the estate of Edwin C. Way, former president of the Scotten-Dillon Tobacco Company, of Detroit, has been adjusted. The estate inventories $653,730.62, and claims allowed totalled $28,945.55, including funeral expenses of $7345, administration expense of $15,161.43. Nine cousins will each get $66,919.41 and pay $3,345.97 each inheritance tax. The total inheritance tax is $30,113.73.

Cincinnati

Sales of Manilas on the Increase—J. B. Moos Company Has "Initial" Stogies—Suit Against Eight Hour Tobacco Company Dismissed

Cincinnati, February 24, 1917.

SIDNEY J. FREEMAN, the Manila optimist, who represents the La Flor de Intal brands in the United States, was a recent visitor. He says that the Manila business is constantly growing. He points out that the trade is being educated to buying the better sizes, and that as a result the consumer is learning something about Manila cigars. He thinks that with the elimination of the cheap and poor goods, the Manila business in the United States will approach record figures this year.

Gerson J. Brown, president of the J. B. Moos Company, has returned from a business trip to New York City.

Eugene Pohly has been visiting the trade in the interest of "Rameses" cigarettes. This popular brand shows a steady gain in sales.

"Initial" stogies, retailing three for ten cents, have been received by the J. B. Moos Company, who will distribute them to the retail trade at $24 a thousand. The product is manufactured by C. F. Roper, of Columbus, O.

L. P. Walters, of Halpern & Walters, has been in town calling on the trade.

Henry Deisel, of the Deisel-Wemmer Company, Lima, O., was in town recently calling on friends. He made his headquarters at the Charles Krohn store in the Commercial Tribune Building.

Steve Herz, of Herz, Arnheim & Company, was a recent trade visitor.

Daniel J. Kelly, who represented the American Tobacco Company in this territory, has severed his connections with that firm and is now in the automobile business.

Due to the advances made on practically all lines of pipes, the local Dow Drug Stores have discontinued the sale of pipes.

"Bull Durham" cigars, made by Haas Brothers, have recently been displayed in the window of Straus Brothers & Company, at 8 East Sixth Street. The brand is said to be taking well with smokers. It retails for five cents.

B. Block was in town recently, calling on the trade in the interest of "Philip Morris" and "Unis" cigarettes.

The suit brought by Richard Wright against the Eight Hour Tobacco Company for alleged infringement of his patents, has been dismissed by Judge Hollister. The suit has reference to a device for applying stamps and labels to packages. It was held that the patent was not valid.

Val G. Keough, representing the Preferred Havana Tobacco Company, paid a visit to his friends recently, in the interest of his firm's brands.

The need of additional cigarmakers for local factories is still evident. A number of them would like to get more hands, but it looks as if their wants will go unsupplied for sometime yet at least.

F. Lozano, Son & Company, were represented here recently, through the visit of Mr. Friedman, who makes his headquarters in Chicago.

"El Wadora" cigars, made by Sig. Mayer & Company, Philadelphia, Pa., are making a hit with smokers who patronize the cigar store of the Dan A. Wolf Cigar Company, 607 Walnut Street.

Itan.

The Art of Window Displays

WINDOW dressing is now in reality a fine art, and the wares which dealers in cigars and tobacco specialize in, lend themselves very readily to an artistic and harmonious display. The knack of dressing a window successfully has, however, to be acquired if one may say so by "much prayer and fasting." A close and careful study of the material available, or which it is proposed to make a specialty of, the season of the year and the geographical position of the store, the requirements of the buyers are all items which the window dresser must ever keep before him if he is to be a success. There may be some window dressers that are born such, but the average man has to be trained, or if he has an eye for true effect, he may very largely train himself.

Simplicity is one of the chief features of proper window dressing, a crowded window is like an over rich banquet, it is more than the ordinary individual can digest, and he is thus by no means inclined to spend any time in an endeavor to find out something to his taste. He will much rather pass on to where there is a smaller assortment to pick and choose from, where the particular thing which he has been looking for, or mayhap something novel to him attracts his attention, and so by this moving him into the interior of the establishment, a sale is likely to be made. Curiosity is a trait deeply implanted in the human breast, and it is by no means entirely monopolized by the other sex. Arouse it and it is wonderful the effect which will be produced upon the man in the street.

No article should be placed in the window which bears traces of the slightest defect in its "get up," wrapper, etc. The effect of anything of this kind is not merely inartistic, but absolutely repellent. No smoker likes to see his favorite brand of tobacco, or one which he may be seriously thinking of sampling, got up in a frayed, soiled or faded wrapper. He naturally thinks there is something not altogether right in other respects, and so he walks away without pursuing his investigations any further. In like fashion every care should be taken to put in the window only boxes of cigars or packages of cigarettes which are complete in every detail. Price tickets are invaluable adjuncts to a window display, and any show window cards calling attention to special features should be of a kind which will add rather than detract from the general effects. The wording of the show cards should be brief and to the point. A few telling words is exceedingly likely to arrest the attention of the passer-by and bring under his notice some new smoking mixture or brand of cigars which may appeal to his fancy, but which he has not seen before. Pipes should be arranged to the best possible advantage, and the cheaper varieties, instead of being huddled together in an indiscriminate kind of heap, will form better advertising agents of they can be seen as near as may be individually. If the aggregate effect of a window display is to be a completed whole, every single item has to be considered and marshalled to its place, otherwise the whole may be spoilt. In window dressing everything, however small or intrinsically of little value, must, if any real good is to result, find its proper niche in the setting, and then the display will be a finished one indeed.

The display should be changed frequently, not alone for the sake of variety, but to prevent the goods being soiled. In warm weather, in particular, the sun's rays soon begin to tell upon the contents of the window. The cigar dealer who fully realizes the advertising force of a well-dressed window, and changes the display regularly and frequently, will soon acquire a reputation all his own, and interested curiosity will soon lead to business. A store window which receives little or no attention from its proprietor will never induce anyone to penetrate into the interior of the store, and dusty, ill-cared-for windows have a repellent force, the extent of which is very considerable.

Window dressing is one of the most important arts connected with the retailer's calling, and the window dresser should be one of the most skilled and valued men in any business establishment. It is too often the case that thousands of possible customers may pass and repass a retailer's shop every day without knowing that T. Jones, a cigar dealer, is there inviting them to do business with him. They go by totally unconscious of the fact that he (T. Jones) has given special attention to their needs, or that he has personally selected the season's best goods, or that he is offering some tempting lines at specially reduced prices. Why? Because the window does not "talk"; there is too much similarity to the window put in last week, or to the other windows in the street. The public wants a new picture to attract its attention.

The above is quite true, and the oftener a change is made, not merely in the display itself, but its style also, the more likely are satisfactory results to come in. Mankind has a palate which likes to be tickled with fresh sensations and this holds good with regard to cigars and tobacco as to all other articles of daily consumption.

The various colors in some window displays are so well blended that one cannot help thinking that the man who dressed the window had an artist's eye and brain. The window is a "customer-fetcher." The whole arrangement seems to tell you that the men inside the store are alive. Many retailers fail to grip the idea that the best salesman is their window. They need, when window-dressing day comes around, not only to thoroughly empty the window of all goods, but also to empty their minds of all preconceived ideas of dressing it, and then to start out with some bold, original design, keeping their minds concentrated on the idea that the window is to be the bait for attracting new customers, if not retaining old. Neat, clean and attractive price-tickets should be shown. These will prove invaluable in inducing a hesitating purchaser to step inside and buy. With a determination to readjust methods to the needs of the hour, the retailer will speedily recognize that a well-cleaned, well-lighted and well-dressed window is one of the greatest profit-earners in the modern business.

Oskaloosa Hustler Buys Store in Ottumwa

Art Fritch, of Oskaloosa, Ia., has purchased the Saratoga Cigar Store and Billiard Parlor in Ottumwa, Ia. He will take up his permanent residence in Ottumwa. Mr. Fritch now has an interest in three cigar stores and a billiard parlor. He retains his interest in the Fritch & Himes store in Oskaloosa, and has a store at Centerville in partnership with his brother Tim, who manages it.

Hickey Brothers to Open New Store in Davenport

Hickey Brothers will add another stand to their cigar store chain on April 1st, when they will take over the Western Union Building at Second and Brady streets, Davenport, Ia. The building is owned by Hickey Brothers.

The new store will be modern in every particular. Its stock will be complete and of a character to satisfy any customer. In remodeling the stand, the most up-to-date equipment will be installed.

Connecticut Growers Cautious About Increasing Acreage

THE producers of shade-grown tobacco in the Connecticut Valley have sold the best part of their 1916 crop, and have had no difficulty in obtaining $3.50 per pound for the highest grade of wrapper tobacco—an advance of 50 cents per pound over the top price for this tobacco in any previous year. These growers are also now well aware that if they had held out for $4 per pound for all the best of their shaded wrappers they could easily have got it. In fact $4 is now the prevailing market price for this tobacco wherever dealers in tobacco have any of it in their control, unpledged to cigar manufacturers.

"Most of the annual product goes directly from the warehouses of the growers to the cigarmakers, in pursuance of arrangements made in the months of November and December. But an extraordinary state of things now exists, resulting from the interruption of the shipments of Sumatra wrapper tobacco to Amsterdam or to any American port, which is a consequence of the great war. It seems to be a safe assertion that if there were twice as much high-grade Connecticut wrapper tobacco on hand as there actually is, it would all find a ready market at $4 per pound.

"But it does not follow that during the coming season there will be 8000 acres of tobacco land under cloth in the Connecticut Valley instead of the 4000 acres that were cultivated last year. Several excellent reasons are given why the total acreage this year will not be very much larger than that of 1916.

"The growers are not at all doubtful about the continued increase of the demand for the new tobacco, but they are beset by many uncertainties that are certain to endure until after the end of the war. Chief among their troubles is the labor problem which is very far from being satisfactorily solved by the assurance that six or seven hundred negro students from Hampton and other schools in the South can be depended on to spend the summer as laborers on the tobacco plantations of Connecticut and Massachusetts.

"It is hoped that it will be possible to carry on operations about on the scale of last year, but is felt that any attempt at a large extension of shade-growing at present is unadvisable for this reason, if for no other, that it would probably be quite impossible to secure the number of farm laborers that would be required.

"The cost of cotton cloth for the fields has gone from $100 to $150 per acre. Fertilizers, too, are scarce and much more costly. It would take more than $2,000,000 cash capital to equip another 4000 acres of land for shade-growing, to say nothing of the cost of the land. The growers have not forgotten their experience in 1914 and 1915, when some of them made no money, and in a few cases large losses were incurred. It is expected that after the war there may be another big expansion of cloth-covered tobacco cultivation in the valley, but not until then.

"The tobacco dealers and manufacturers who buy the products of the open fields in this section are demanding each year that much more of this tobacco be picked or 'primed,' as is the shade-grown tobacco at harvest time. It costs more to string the individual leaves, instead of bringing in the whole tobacco stalk and hanging it in the drying barn. But the buyers are willing to pay the difference, and more too, because the tobacco is in much better shape and condition, when cured, if 'primed' rather than being dried on the stalk.

"The farmers generally would prefer to go on in the old way, following the methods which have enabled many a Glastonbury and Windsor agriculturist to accumulate more than $50,000 by raising tobacco for twenty years and carefully saving every cent except the barest expenses."—Boston "Transcript."

Tampa

Harry Moulsdale at Sanchez y Haya Factory After Busy Trip—War Brings Many Tourists to Tampa—M. Bustillo & Company Working to Capacity

Tampa, Fla., February 23, 1917.

ONE of the busiest factories hereabouts is that of M. Bustillo & Company, who are enjoying an unprecedented demand for their goods. The factory is working to capacity and it begins to look as if larger quarters will have to be obtained or a branch factory opened. W. W. Rosebro is back from his trip through the East, and brought with him a fine lot of orders and optimistic reports.

D. Harry Moulsdale has arrived at the Sanchez y Haya factory after a long trip through the East, and he is filled with enthusiasm over the way Sanchez y Haya goods are moving. This famous old brand continues to win new smokers and increasing business is continually noted.

Due to the war in Europe, and the submarine warfare, visitors are flocking in greater numbers than ever before to Florida resorts. Tampa receives her full share of them. Of this great throng, Cuesta, Rey & Company report that records of the visitors at the factory during the past three months totalled more than eight thousand. "See America First" does not have to be impressed on the mind of the tourist as much as formerly. Those who have seen, have gone away and told others of the wonders of their native land with which they were unacquainted, and then again, very few of our brave tourists who, in times of peace, flood the cities of Europe with an American flag in their hat or buttonhole, care to test its protecting powers on the high seas or in foreign lands just at this time.

Mortimer Regensburg and Jerome Regensburg accompanied by their wives, have arrived in the city.

Articles of incorporation have been filed for Salvador Sanchez y Ca. The business is capitalized at $60,000. The stock is distributed among Edward Wodiska, Ben Lesser, Jerry Windmuller and Mr. Sanchez. Mr. Wodiska is named as president; Salvador Sanchez, as vice-president; Ben Lesser, secretary; Jerry Windmuller as treasurer and general manager.

R. J. Reynolds, of the R. J. Reynolds Tobacco Company, was a recent visitor in Tampa.

The new factory of Francisco Torres & Company is now in operation, and "Americus" cigars are being turned out rapidly.

The "Universal" stripping machine is being demonstrated here for the benefit of manufacturers who wish to facilitate this phase of cigar manufacturing. V. A. Bradbury is in charge.

Salvador Rodriguez states that the demand for "Charles the Great" continues heavy. He mentions that one of the features of the orders that are continually pouring in is the demand for the more expensive shapes and sizes.

Eduardo H. Gato, who has been in Tampa for a few days, has returned to Key West. It is said that he was looking for quarters for a shadegrown factory.

Perfecto.

Women to Have Smoking Cars in England

Cigarette smoking has become so universal among women war workers that some of the London suburban railways have decided to reserve smoking compartments for women on certain trains.

Tobacco by Parcel Post to British Soldiers

Citizens of the United States who wish to send the cheer of Dame Nicotine to British soldiers in the trenches can forward packages direct by parcel post. A ruling to the effect by Second Assistant Postmaster General Praeger has been announced by the Postoffice Department.

In response to a request for information on the subject, Mr. Praeger said:

"According to the latest information on file in this department, packages of tobacco, cigars, and cigarettes are allowed to be imported into Great Britain by parcel post.

"I may add that such packages, if intended for soldiers with the British army in the field in France should be addressed care of the British Expeditionary Forces at London, and will be included in the mails made up at New York for England, where, upon their receipt, they will be sent to the headquarters of the expeditionary forces for disposition. Said packages, being addressed to England, will be subject to the rates and conditions applicable to parcel post packages for that country."

Northampton Tobacconist Twenty-five Years in Business

Peter McHugh, the tobacconist, completed twenty-five years of business life in Northampton, Mass., last week, going there from Holyoke in 1892 and becoming a member of the firm of T. J. Slattery & Company, which made cigars in the store now used by W. L. Gillern. After one year the firm sold out to Keating & McHugh, who continued in partnership for two years, selling out to W. L. Gillern, who still makes cigars in the same stand. For nearly twenty years Mr. McHugh kept a store in the block at the corner of Main and Pleasant streets, and is now located about a block down on Pleasant Street. Mr. McHugh is not only widely known in this region in a business way, but is one of the most successful fishermen in these parts, several large trout which he caught a few years ago being thus far unbeaten for size by any other local angler.

New Canton Firm Now Marketing Cigars

The new cigar manufacturing firm of Stoddard & Hand, Canton, Ill., are now marketing their cigars, and their brands are to be found at most of the local retail stores.

One of the leading brands of the new firm is "Stoddard's Guaranteed Havanas." This cigar is very large, being four and one-half inches long. It retails for five cents. Another brand, the "Top Notch," is double-wrapped in tinfoil and tissue paper. The firm explains that it is using the best grades of tobacco obtainable and the cigars are of the highest quality and workmanship.

P. Lorillard Company to Enlarge Danville Plant

Announcement has been made by the P. Lorillard Company that machinery will be installed in the Danville, Va., cigarette manufactory bringing up its productive capacity from a quarter of a million cigarettes each day to one million.

George M. Williams, director in the company and manager of the Danville branch, also said that it was the intention of the company to undertake welfare work among the hundreds of employees, and that an effort will be made generally to make the working conditions attractive.

This is taken to mean that the Lorillard company has decided to make a permanent home in Danville, and that from time to time the plant will be added to, according to the demand of the product.

At the same time there is an indication that there is a shortage of labor, for advertisements are appearing in the trade journals inviting families to come to Danville to make their home. The vast cotton mill enterprises swallow up nearly all available labor and for that reason it is believed that the tobacco company is striving to make things as pleasant as possible for their workers.

Fire in Joseph P. Manning Warehouse

A score of employees were driven recently from the three-story building at 500 Atlantic Avenue, Boston, Mass., by smoke from a lively fire in the basement. The building is occupied by the Joseph P. Manning Company, tobacco jobbers, and only quick action on the part of employees and firemen, who hurried through the several floors and opened every window, thus ventilating the building, saved much of the stock from heavy damage by smoke.

The fire started in waste paper and communicated to woodwork. The crew of engine 25 laid a hydrant line and soon extinguished the flames, but it was necessary to bail the water from the basement. The loss is estimated at $200.

Connecticut Growers Preparing for 1917 Crop

The tobacco growers have already begun preparations for the 1917 crop. There will be a considerable increase in acreage in Windsor over 1916. The greatest increase will be in the shade grown branch of the industry, and the growers are now busy getting out tent posts for this. The embargo on the railroads has caused a delay in the delivery of fertilizer, but it is not expected that this delay will be long. There is a marked increase, however, in the cost of the various grades of fertilizer. The growers expect to solve the help question in a similar manner as that of last year, by securing help from the Southern States, but it is understood that this will not be obtained as readily as last year.

CHANCELLOR

The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

SUPERIOR QUALITY
TRADE
PHILIPPINE TOBACCO CO.
MARK
GROWERS AND PACKERS

Only the Highest Grade Tobacco From Our Own Plantations

STRIPPED and UNSTRIPPED
FILLER

NEW YORK OFFICE - 123 MAIDEN LANE

These fillers are booked and barrelled, the packages weighing from 150 to 175 pounds; they are in four grades, ranging in price up to 55c. per pound. We have established warehouse and offices at 123 Maiden Lane, New York City, where we would be pleased to have you call if interested in our offerings. Our tobacco has been tested by some of the most prominent cigar manufacturers of the country, who pronounce it the best and cheapest filler tobacco now available for the American manufacturer of cigars.

THE PHILIPPINE TOBACCO CO.

New York Office and Warehouse: - - 123 Maiden Lane

The Cuban Market

From Our Exclusive Bureau

Perseverancia No. 8

Havana, Cuba.

Havana, February 21, 1917.

THE market during the past fortnight has kept up a fair activity still, as there were enough Northern buyers in town who willingly paid the higher prices asked by the few holders of leaf. There are still a few thousand bales of first and second capaduras for sale, but at still higher prices than those last paid. There also remain some third capaduras for sale, but as they are very short in leaf, they cannot be stripped to advantage, and will have to be sold to our cigarette manufacturers. Of Vuelta Abajo and Semi Vuelta there remain only some few remnants here and there, and of Partidos chiefly high-class wrappers for local consumption.

News about the coming crop is more or less unreliable, as some parties claim, that the crop will be very short in quantity, while others state that the late rains, even if not general all over the tobacco-growing districts, nevertheless have benefited enough vegas, so that we may count upon the same number of bales this year as last year. In the absence of any positive news, it is best not to be either too pessimistic, nor too optimistic, and await calmly further developments in due course of time.

That we are bound to see high prices for the new crop this year appears to be an incontrovertible fact, and as there will be no old stocks to carry over this year, the chances are that we may run short about 30 per cent. of a normal crop, or that the demand will overtop the available supplies, unless high prices should curtail the demand accordingly.

Sales during the past fortnight totaled 12,138 bales, and which divided consisted of: Vuelta Abajo and Semi Vuelta, 3,257; Partido, 310; and Remedios of all grades, 8,751 bales.

Buyers were: Americans, 9,390; Exporters to Europe (Spain), 520; shippers to the South American Republics, 1,294; and our local manufacturers of cigars and cigarettes, 1,114 bales.

Exports of leaf tobacco, from the port of Havana, for the last two weeks, ending with the 10th of February, 1917, inclusive, totaled 14,660 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 11,109; to Canada, 1,636; to Cadiz (Spain), 520; to Porto Rico, 101; to the Argentine Republic, 1,126; and to Uruguay, 168 bales.

Receipts of Leaf Tobacco From the Country

For 3 weeks ending Feb. 8, 1917.		Since Jan. 1, 1917.
Vuelta Abajo	3,727 bales.	5,081 bales.
Semi Vuelta	277 "	531 "
Remedios	7,889 "	17,326 "
Toals,	11,893 "	22,938 "

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Jacob Labe, of Cullman Brothers; Jose M. Diaz, president of the Preferred Havana Tobacco Company; Marcelino Perez, of Marcelino Perez & Company; Vincente Planco, of the Ruy-Suarez Company; Allie Sylvester, president of the American Cigar Company, and Antonio Montanez, of Antonio Montanez.

From Detroit: Victor K. Ettlinger and Sam. Goldberg, of the Lillies Cigar Factory.

From Tampa: Val. M. Antuono, of Val. M. Antuono; Facundo Arguelles, of Arguelles, Lopez & Brother; Francisco R. Diaz, of V. Guerra, Diaz & Company; George Grahn, of George Grahn; Bernabe Diaz, leaf buyer of F. Lozano, Son & Company, and Fred Davis, of Sam. I. Davis & Company (also of New York and Key West).

Returned: Tomas Mederos, Jr., and Mrs. Mederos, from their vacation in the United States, the well-known packer of Manicaragua tobacco.

Departures—To New York: Max Schwarz, Ramon Collia and Jacob Labe.

To Chicago: Emil Wedeles and Mike Friedman.

To Tampa: Enrique Pendas, Val M. Antuono, George Grahn and Bernabe Diaz.

We now beg to submit the statistics of the exports of cigars, from the port of Havana, as per our official custom-house returns, for the month of January, 1917, and comparison with January, 1916.

Exports from Jan. 1, to Jan. 31, 1916,	10,915,979 cigars.
Exports from Jan. 1, to Jan. 31, 1917,	8,524,231 "
Decrease during the month of Jan., 1917,	2,391,748 "

Increases by countries of importance, during the month of January, 1917, as compared with the same period of 1916:

France,	1,620,000 cigars.
United States,	863,775 "
Spain,	274,800 "
Norway,	155,100 "
Netherlands,	152,900 "
Sweden,	115,100 "
Canary Islands,	57,835 "
Canada,	52,900 "
Russia,	50,000 "
Portugal,	38,312 "
Peru,	26,500 "
Gibraltar,	18,315 "
Total,	3,425,537 "

Decreases by countries, in January, 1917, as compared with January, 1916.

Great Britain,	4,122,199 cigars.
Denmark,	1,260,990 "
Australia,	175,995 "
Chile,	115,830 "
Argentine Republic,	64,206 "
Spanish Africa,	28,160 "
Egypt,	21,500 "
Total,	5,788,880 "

The decrease in our shipments of cigars to Great Britain has been discounted by our cigar manufacturers, as during the first three months of 1916 we shipped extra heavy quantities, and naturally this is making itself felt now. The demand from the United States continues fair, the heavy shipments of cigars to France helped us to bridge over the loss to Denmark and the other countries. The feared war between the United States and Germany seems to subside gradually. Also the outbreak of a revolt by the Liberals in the two Eastern provinces of our Island seems to be in a fair way of settlement, thanks to the generous action of the United States in upholding the legally constituted government, and giving the Liberals no chance of expecting any aid, like they had in August, 1906.

Romeo y Julieta continues to work very strong, having still plenty of orders from every part of the globe.

Partagas is also still busy filling orders, and which appear to arrive in good shape right along.

H. Upmann is doing a normal business at this season of the year, never lacking orders from one country or the other.

Thanks to the system of Don Manuel Lopez, never to rush any shipments, the Punch factory might be said to be busy all the year round, and this is the case at present.

Sol and Devesa de Murias are getting their share of the business that is to be had.

Por Larranaga, Hoyo de Monterrey, Ramon Allones, Belinda, Eden and El Rey del Mundo, are fairly busy, although they could do more.

Leaf Tobacco

Carlos E. Beck went to rest on the 13th inst., almost having reached seventy-seven years. He was one of our old-time commission merchants, and the founder of C. E. Beck & Company, cigar manufacturers, being respected and honored during his lifetime, on account of his straightforward dealings in everything he undertook. His funeral on the following day was largely attended by the tobacco trade, en masse, as the last tribute of esteem he was held in, by all that came in contact with him.

The new firm of Manuel Suarez Company is a stock association, according to a circular issued on the 12th inst., of which Joseph Mendelsohn is the president, Primo Suarez the vice-president, and Harry Mendelsohn the secretary and treasurer. The widow received some shares of stock for the lease of the building, but otherwise is no longer interested in the new firm.

The Havana Tobacco Stripping Company added another branch factory at Guanajay, and therefore is now employing seven hundred and fifty women strippers in all of its stripping establishments.

Tomas Benitez sold 2695 bales of Remedios and Semi Vuelta during the last fortnight.

Walter Sutter & Company purchased, for account of their customers, 4127 bales of leaf tobacco in the last two weeks.

Miguel Gutierrez & Hijo closed out the balance of their Remedios packings with 1800 bales, of all grades.

Principal buyers were: Cuban Land and Leaf Tobacco Company, 2034 bales; Leslie Pantin, 1013 bales; F. Lozano Son & Company, 600 bales; The Spanish Regie, 520 bales; Mark A. Pollack, 515 bales; Garcia & Vega, 511 bales; Allones, Limited, 453 bales; Jose Suarez & Company, 450 bales; Ramon Collia, 336 bales, and E. H. Gato Cigar Company, 254 bales.

Principal sellers were: Jose Diaz Longo, 1300 bales; Gonzalez Hnos. & Company, 1066 bales; Herrera, Calmet & Company, 720 bales; Manuel A. Suarez & Company, 497 bales; Jose C. Puente & Company, 400 bales; Lozano & Miguel, 370 bales, and I. Kaffenburgh & Sons, 150 bales.

Shippers above 200 bales of leaf tobacco, from the port of Havana, for the two weeks, ending February 10, 1917, were:

Virgilio Suarez, 2345 bales; Leslie Pantin, 2052 bales; I. Kaffenburgh & Sons, 1569 bales; Walter Sutter & Company, 1234 bales; Jose Suarez & Company, 888 bales; J. Bernheim & Son, 876 bales; Sobrinos de A. Gonzalez, 578 bales; Maximilian Stern, 554 bales; Ernest Ellinger & Company, 552 bales; Cuban Land and Leaf Tobacco Company, 466 bales; Allones, Limited, 453 bales; Havana Tobacco Export Company, 407 bales; Mark A. Pollack, 350 bales; Bridat & Company, 330 bales; H. Upmann & Company, 307 bales; Hijos de Diego Montera, 261 bales; E. H. Gato Cigar Company, 254 bales; Menendez & Company, 206 bales.

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New England Tobacco Growers Elect

At the annual meeting of the New England Tobacco Growers' Association, held in Hartford, Conn., the following officers were elected for the ensuing year:

President, Howard A. Middleton, Broad Brook; vice-president, Fred L. Whitmore, Sunderland, Mass.; secretary, W. K. Ackley, East Hartford; treasurer, Harry W. Case, Tariffville; directors, W. S. Pinney, Suffield; N. H. Brewer, Hockanum; H. E. Loomis, Glastonbury; F. M. Colton, Granby; W. J. Hayes, Tariffville; M. L. Floyd, Hartford; George Mitchelson, Bloomfield; Lyman Crafts, Whateley, Mass.; Nathaniel Jones, South Windsor; O. F. King, South Windsor; F. B. Griffin, North Bloomfield; O. E. Case, Barkhamsted; F. H. Whipple, Hartford; H. W. Case, Tariffville; Thaddeus Graves, Hatfield, Mass.; H. F. Franham, East Windsor Hill; J. B. Stewart, Windsor; P. T. Manning, Thompsonville; William Seymour, East Granby; A. E. Fowler, Westfield, Mass.; George Hubbard, Sunderland, Mass.; executive committee, Howard A. Middleton (ex-officio), Broad Brook; Fred B. Griffin, North Bloomfield; M. L. Floyd, Hartford; F. H. Whipple, Hartford; F. W. Case, Tariffville; W. K. Ackley, East Hartford.

The invitation of Vice-President Whitmore, of Sunderland, Mass., to hold the next summer's field meeting at some place in that State, was accepted. The members also decided to hold a business meeting in Springfield some time before the beginning of the selling season.

Detroit Retail Tobacconists Elect

The annual election of officers of the Detroit Independent Cigar Dealers' Association was held recently at the Hotel Griswold. The following were elected: Herman Lieberman, president; Charles G. Bird, secretary; J. B. Girard, treasurer. More than two hundred members were in attendance.

San Francisco Cigar Dealer Found in Bay

The body of William G. Gould, owner of a cigar store at 1029 Market Street, San Francisco, Cal., was found in the bay near the foot of Market Street, that city, after he had been missing for more than two weeks.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

For Sale.

HAVING DISCONTINUED the manufacturing business, I have a large stock of the latest style of molds on hand, which I will sell in any quantity at reasonable prices. Write for styles you want. John J. Eshelman, Mohnton, Pa.

Help Wanted.

PACKER FOREMEN—Experienced (two) wanted by one of the largest cigar-manufacturing companies in the United States. Good salary. Chance for advancement. Address Box 207, "The Tobacco World."

For Sale.

FOR SALE—Miller, DuBrul & Peters tobacco cutting machine; also 11,000 private cigar labels. Effenger M. Erb, Boyertown, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

"Portina" Cigars Have Heavy Sales in Nashville

An unprecedented demand for the better grade of cigars, and especially of the popular brand known as the "Portina" cigar, is reported by Charles Reynolds, of the Reynolds-Lindheim Cigar Company, Nashville, Tenn., "Portina" distributors in this territory. In spite of the fact that the "Portina" factory has been enlarged time and again during the very recent past, and the company is constantly establishing new plants, it is said that so far it has been found impossible to supply the demand. During the past year, for instance, the sales on this brand of cigars alone have increased several hundred per cent.

While it is an actual fact that the "Portina" factories have been so badly oversold that their traveling representatives have been kept off the road for months at a time, the local territory has, fortunately, been well cared for. It is the policy of the "Portina" people to give a new distributor of their brands every possible advantage, and as the Reynolds-Lindheim Cigar Company has been in business for only a comparatively short time, the firm has at no time been greatly handicapped. According to Mr. Reynolds, however, it is becoming harder and harder to secure shipments in quantities sufficient to comply with his company's policy of shipping all goods on the same day order is received.

It is said that there is no cigar on the market which has a greater value than the "Portina." It is claimed for it that it has more body, a more delicate bouquet, and is milder, even though the wrapper be darker, than the lightest Havana.

"Portina" cigars are made in San Juan, Porto Rico, the "sister island" of Cuba, of choice Porto Rican leaf—such leaf as formerly went to Cuba to be made into the finest cigars to give them mildness. The tobacco is grown on the upland plantations of Porto Rico, where conditions are remarkably well adapted for tobacco raising.

This Would Make It Nice

Regulation of the sale of tobacco in all forms and prohibition of its use by or sale to minors is contained in a bill introduced in the Minnesota State Senate recently. It provides for the licensing of dealers in cigars and tobacco by the dairy and food commissioner. Retailers would pay $50 every two years and jobbers $100 for licenses.

Price of Cigars Went Up Quickly

A traveling man of Milwaukee, who was stopping at the Forest Avenue Hotel in Fond du Lac, came in late the other night and wanted some cigars. The cigar-stand clerk, apparently being asleep, the traveling man reached into a box and extracted ten ten-centers. The clerk, however, was not asleep, and he called a policeman who, in turn, called the traveling man, and as a result the last named spent the night in a cell in the station house. When the traveling man was arraigned the following morning, he admitted his guilt, but said he did it for a joke. The magistrate's funny bone, however, was not working well, and he fined the guilty one $6.50. This made the cigars, which would have cost only a dollar if paid for when taken, cost sixty-five cents each.

Joseph B. Moos Conveys Building to Wife as Gift

Joseph B. Moos, cigar manufacturer, has conveyed to his wife, Katherine H. Moos, the five-story and basement concrete building on a lot 80x145 feet, at 1114 South Wabash Avenue, Chicago, Ill. It is said to have been a gift from Mr. Moos to his wife. The leasehold interest in the land, which is held under a lease having 148 years to run at an annual rental of $8000, was also conveyed.

The building was erected about five years ago by Mr. Moos at a cost of $160,000 and later was leased to A. R. Barnes & Company, printers. A renewal of this lease has just been made by Hood & Goodman, agents of the building, for a term of ten years at a net rental of $180,000, or $18,000 a year, the tenant paying taxes and insurance.

American Snuff Company Earnings

For the year ended December 31st, net income, after deducting charges and expenses of management, was $1,899,686; preferred dividends, $237,168; common dividends, $1,320,000; surplus, $342,518; total surplus $2,399,541. Earnings available for the $11,000,000 common stock in 1916 equalled 15.11 per cent., against 13.29 per cent. in 1915.

Benjamin N. Duke Suffering From Breakdown

Benjamin N. Duke, was recently brought back to Durham, N. C., suffering with what was said to be a nervous breakdown. He was en route to Palm Beach with Mrs. Duke, but on arrival at Jacksonville, it was deemed advisable to have him brought back to Durham.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BLOME'S B:—40,072. For cigars, cigarettes and tobacco. January 27, 1917. Florida Cigar Making Co., Jacksonville, Fla.
PAHASKA:—40,073. For cigars. February 15, 1917. W. K. Gresh & Sons, Norristown, Pa.
FERIKE:—40,074. For all tobacco products. February 15, 1917. Mrs. Ferike Boros, New York City and Los Angeles, Cal.
MISIX:—40,075. For all tobacco products. February 15, 1917. American Litho. Co., New York City.
MURATORE:—40,076. For all tobacco products. February 15, 1917. The Moehle Litho. Co., Brooklyn, N. Y.
MI GENEVA:—40,078. For all tobacco products. February 16, 1917. John Hoberg, Elkhorn, Wis.
CLIQUOT CLUB:—40,080. For cigars, cigarettes and tobacco. February 17, 1917. F. M. Howell & Co., Elmira, N. Y.
MEXO:—40,081. For all tobacco products. February 19, 1917. American Litho. Co., New York City.
BONA PRIMA:—40,082. For all tobacco products. February 19, 1917. Pasbach-Voice Litho. Co., New York City.
MILDEST:—40,083. For all tobacco products. February 19, 1917. The Moehle Litho. Co., Brooklyn, N. Y.
BEAUX ARTS:—40,084. For smoking pipes. February 17, 1917. Manhattan Briar Pipe Co., Brooklyn, N. Y.
TOSTI:—40,085. For all tobacco products. February 17, 1917. American Litho. Co., New York City.
LAKEWOOD CLUB:—40,088. For all tobacco products. November 28, 1916. American Litho. Co., New York City.
B. & K.:—40,089. For cigars, cigarettes, cheroots and tobacco. February 20, 1917. F. M. Howell & Co., Elmira, N. Y.
SHERMAN HOUSE COMPANY BANKER'S SPECIAL:—40,090. For all tobacco products. February 17, 1917. American Litho. Co., New York City.
THETA:—40,091. For Egyptian cigarettes. February 16, 1917. Nicholas Tsavalas (The Initial Cigarette Co.), New York City.
F. T. F.:—40,093. For cigars. February 21, 1917. George H. Getz, Reading, Pa.
H. C. L.:—40,094. For all tobacco products. February 21, 1917. The Walker Rintels Drug Co., Boston, Mass.
PHILIPSON'S 1/4/6:—40,095. For cigars. February 8, 1917. L. Philipson, Dallas, Tex.
REAL GARCIA:—40,096. For all tobacco products. February 20, 1917. Pasbach-Voice Litho. Co., New York City.

TRANSFERS

MIRACLE (U. R. B.). For cigars. Registered January 21, 1911, by I. M. Hernandez, Philadelphia, Pa., and was transferred to B. & A. Cigar Factory, Philadelphia, Pa., February 3, 1917.
THOMAS MAY PIERCE (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered February 23, 1912, by Penn Cigar Manufacturing Co., Philadelphia, Pa., and was transferred by A. F. Muehlhauser, Quakertown, Pa., who acquired same from Penn Cigarette Manufacturing Co., and re-transferred to Maurice Jones, Philadelphia, Pa., January 12, 1917.
HAVOC (Tobacco Record). For cigars. Registered January 4, 1915, by Hettermann Brothers, transferred to American Litho. Co., New York City, and re-transferred to Reguera & Berengher, New Orleans, La., February 17, 1917.
LA BELLE VENICE (Tobacco Record). Registered March 2, 1895, by George S. Harris & Sons, Philadelphia, Pa., and transferred to Reguera & Berengher, New Orleans, La.

Tobacco Growers Win in Lancaster Suit

Lancaster, Pa.,

Judge Landis rendered a decision today of importance to tobacco circles in dissolving an injunction of the Seed Leaf Tobacco Growers Company, packers, and H. H. Moore, a grower, and several tenants and J. F. Stoner, a Lititz leaf dealer. Moore contracted to sell thirty-six acres of tobacco to the company, and on the ground that his first deliveries were rejected he sold to Stoner.

Court holds that a civil action for damages was the proper proceedings. The decision practically means that if a grower sells to one packer and then resells to another, the only remedy the former has is to sue for breach of contract, and if the grower has property damages may be secured for non-delivery.

Local leaf tobacco packers are greatly exercised over the disposition of the equity suit of the Seed Leaf Tobacco Growers' Company, dealers in leaf, against H. H. Moore and several tenants, tobacco growers. On the claim that the first delivery was rejected on the ground that it was improperly sorted, Moore, it is set forth, sold most of his thirty-four acres to another party after contracting to sell it to the Seed Leaf Company. The latter took legal steps to secure possession of the goods, but the court dismissed the temporary injunction that had issued, ruling that a civil suit for damages should have been brought. Packers fear that this action of court sets the bars down to a general repudiation of contracts made early in the season, as much higher prices can now be obtained for crops. If the packer appeals to court in a civil action he may recover if the grower has any property, otherwise, he gets nothing.

Goetz Cigar Company Suspends

The Goetz Cigar Company, one of the oldest as well as one of the largest cigar manufacturing establishments in South Bend, Ind., has suspended operations. Decreased profits caused by the prevailing conditions in the leaf tobacco market, as well as in all branches of cigar manufacturing is said to have been responsible. Philip Goetz, secretary and treasurer of the company, is quoted as saying that the officers decided to suspend operations rather than to lower the quality of their product, which would have been necessary if they were to continue in business. The company was founded by the late Charles Goetz, former mayor of South Bend, thirty-six years ago.

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Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

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M. A. SUAREZ & CO.
(S. en C.,

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

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IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO

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And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

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Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania

151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

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Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra

142 Water Street, . . . New York

Established 1870 Factory No. 79

S. R. KOCHER

Manufacturer of Fine Havana and Domestic Cigars and Packer of Leaf Tobacco

Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"

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JULIUS MARQUSEE, 141 Water Street, New York
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Cigar Ribbons, Silk Imitation and Muslinola Ribbon
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SPECIALTY—VUELTA ABAJO AND ARTEMISA

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HEINRICH NEUBERGER

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For Genuine Sawed CIGAR BOXES, Go to Established 1860

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129 Fifth Avenue, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
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27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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NEW YORK

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26th STREET & 9th AVENUE NEW YORK

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322 Chestnut Street

SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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M. LOPEZ & CO.
Formerly of
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Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY — CIGAR BANDS — SHOW CARDS — FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY
These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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IRREGULAR PAGINATION

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf o Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

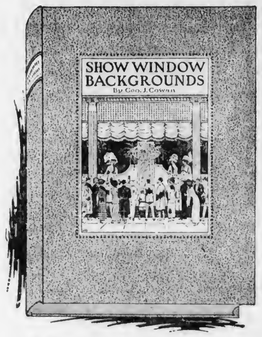
THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

1117 Broadway
New York

J. Peterson
PRESIDENT

A New Window Trimming Book



¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World

236 Chestnut Street Philadelphia

The Man Who Smokes Them Says—

"It is the BEST CIGAR VALUE IN THE WORLD at 5c."

That is the reason the

John Ruskin

Cigar i s one of the Wor ld's Biggest Selle rs.

John Ruskin 5¢

THEY COULD BE SMALLER-BUT NOT BETTER

John Ruskin Cigars are handmade and the Havana tobacco used is the choicest grown. They're mild—Big and Fragrant,

Valuable Profit Sharing Voucher on the Band of Each John Ruskin Cigar.

I. LEWIS CIGAR MFG. COMPANY

NEWARK, N. J.

Largest Independent Cigar Factory in the World.

TOPIC

is that sort of Havana cigar that can be smoked and enjoyed without the after effect of the heavy oily imported cigar.

Topic is clear Havana filled with domestic wrapper, superbly made and uniform.

Topic is as attractive as it is good; like BOLD, Topic is made to please and like Bold it will please nearly all the smokers.

Now is the time to try

TOPIC

for it is destined to success.

BOBROW BROS., Philadelphia

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THE TOBACCO WORLD

MARCH 15th
1917

Leading Features

American Importers Form Pool and Purchase Five Thousand Bales of Sumatra

Tobacco Merchants' Association Annual Convention Postponed by National Crisis

The Position of Foreigners of Enemy Nationality in Time of War

Guatemala's Tobacco Trade

Store Character

Problems of Small Town Merchants

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVII No. 6

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

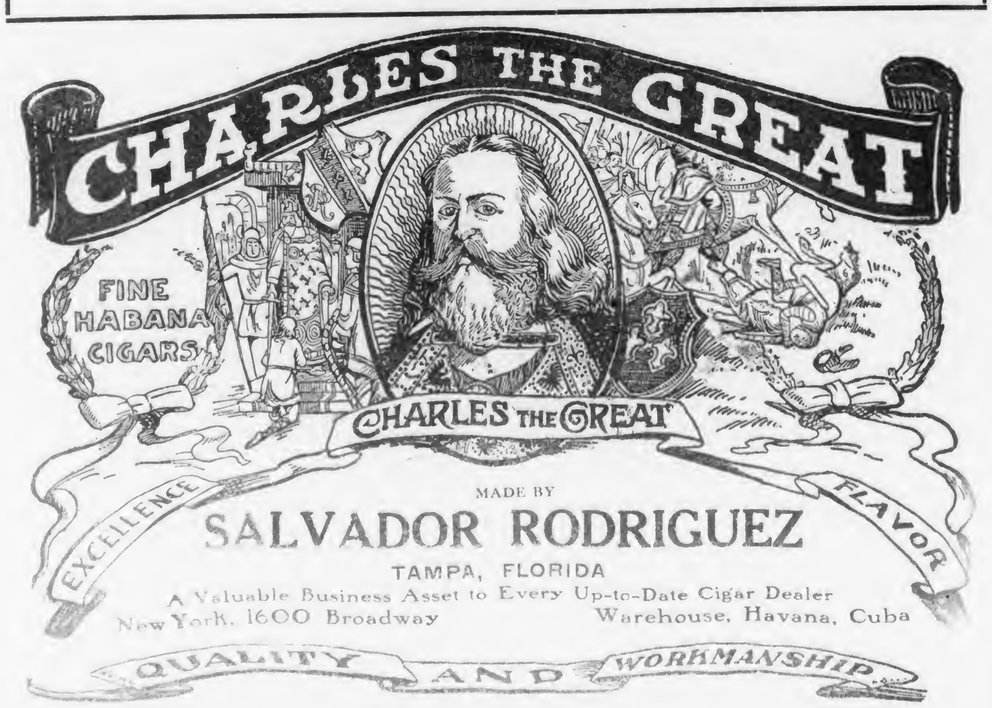
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



The same great organization, kind of advertising and quality standards that have made

W.D.C. TRADE MARK

The Wellington

THE UNIVERSAL PIPE

the world's biggest selling pipe—are back of

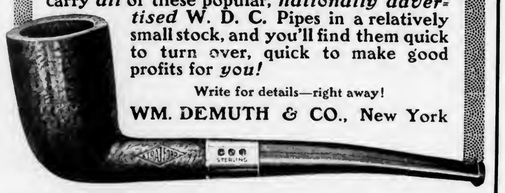
The Big Four

BRIGHTON, to retail at	35c, 50c	and up
WINDSOR, to retail at	50c, 75c	" "
STRATFORD, to retail at	75c, $1.00	" "
W.D.C. HAND-MADE, to retail at	$1.00, $1.25	" "

You offer your customers their choice of 24 different shapes in each grade! All are genuine French Briar Pipes with vulcanite bits. You can carry *all* of these popular, *nationally advertised* W. D. C. Pipes in a relatively small stock, and you'll find them quick to turn over, quick to make good profits for *you!*

Write for details—right away!

WM. DEMUTH & CO., New York



MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

La Flor de Portuondo

"EL GRANDE"

The Juan P. Portuondo

CIGAR MFG. CO.

PHILADELPHIA

The Original and Genuine

Central Union

Smoking Tobacco in a New Cut

Packed in a Pocket-proof Package

1½ ounces—5 cents

United States Tobacco Co.

RICHMOND, VA.

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

F. C. LOZANO — J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

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OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
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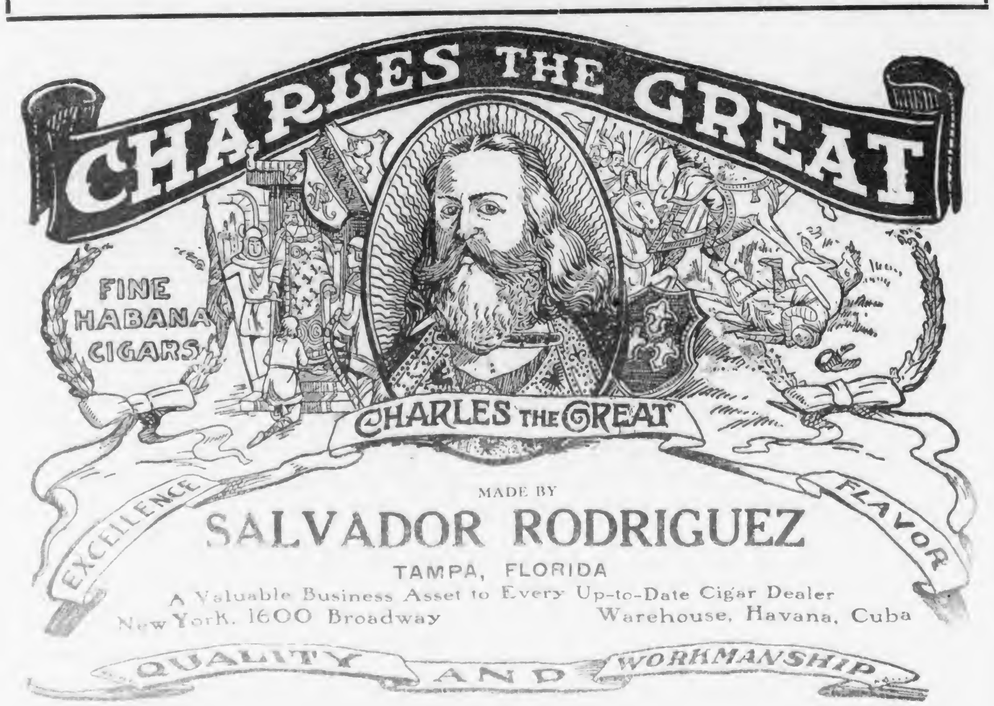

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the Wellington
THE UNIVERSAL PIPE

the world's biggest selling pipe—are back of

The Big Four

BRIGHTON, to retail at	35c, 50c	and up
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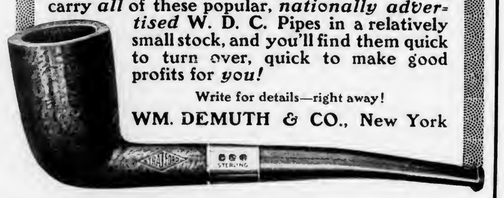

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1½ ounces—5 cents

United States Tobacco Co.
RICHMOND, VA.

For Gentlemen of Good Taste

San Felice
CIGARS

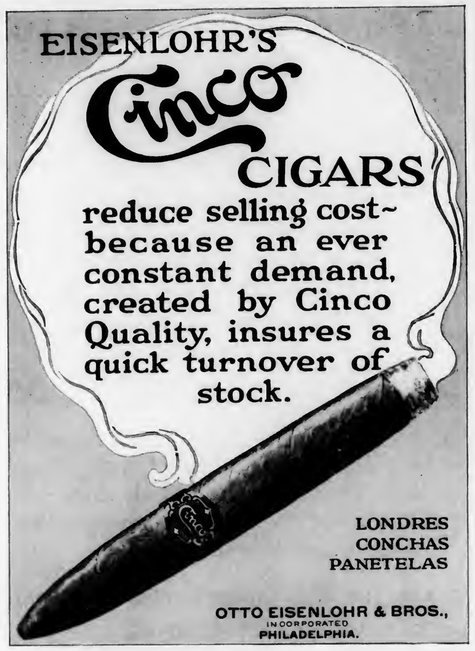
The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL SECOND EXPOSURE

EISENLOHR'S

Cinco CIGARS

reduce selling cost—because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.



LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street · New York

Board of Trade Bldg., Montreal, Canada

SOL HABANA

Behrens & Co.

Havana, Cuba

Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

STAG TOBACCO

We are *proud* of STAG.

And your customers will *like* STAG.

Because STAG is the ripened product of "156 years' experience in making good tobacco!"

You lay a smooth, firm road to loyal patronage when you recommend STAG.

STAG *backs* you up!

EVER-LASTING-LY GOOD

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

LIVE DISTRIBUTORS WANTED

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

1871 GATO 1873

Write for Open Territory

Factory: Key West, Fla. New York Office; 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK

FACTORY TAMPA FLORIDA

WAREHOUSE LEALTAD 129 HAVANA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR

DON'T tell me the world ain't growin' better. Most things improve with age—just like tobacco.
Velvet Joe.
YOU cannot think of mellowness without thinking of age. Mellowness is that mildness, smoothness and full flavor we all want in our pipe tobacco, and there is no better way of mellowing tobacco than letting it age naturally.
Say to the storekeeper: "Give me a tin of Velvet, please," and know for yourself the tobacco cured in Nature's way.
Velvet
TOBACCO

WE CONFIDENTLY predict a record-breaking year for Velvet Smoking Tobacco in 1917. Advertisements like this are one of the reasons for that prediction. Millions of smokers will read this advertisement in the magazines and newspapers.

Liggett & Myers Tobacco Co.

Because we have produced a genuine clear Havana cigar that pleases many smokers of high-class goods you will find one or more of the San Martin & Leon brands constantly in stock in many of the better class of cigar stores, cafes and clubs throughout the country.

"Flor de San Martin & Leon", "Hoyo de Cuba" and "El Briche" are brands made by us under Government supervision in a bonded factory. Into these cigars are put the finer qualities of Cuban leaf grown on our own plantations on the Island of Cuba.

You can profitably better your trade by stocking one or more of these brands.

San Martin & Leon
Tampa, Florida
Member Tobacco Merchants' Association

The Real Independent Factory in Havana

"PARTAGAS"

The World's Standard Cigar

FLOR DE TABACOS DE PARTAGAS Y Cª HABANA

CIFUENTES, PEGO Y CA.,
172 Industria :: Havana, Cuba

ROBERT E. LANE
General Representative for
United States and Canada
115 Broadway New York

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY
V. Guerra, Diaz & Co., Tampa, Fla.

"44 Cigar Co." Philadelphia

SANCHEZ Y HAYA

Factory No 1 Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each. Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

DISCRIMINATING pipe smokers among your patrons will be glad to hear the good news. Blue Boar in the vacuum tins has enjoyed a steadily increasing sale, due to its genuine quality enhanced by skilful blending in the "rough cut" process.

We are confident that the new air-tight, moisture-proof, 25c pocket package will prove even more popular with dealers and customers alike. The margin of profit is attractive. The heavy lead-foil wrapping keeps the tobacco in the best of condition even after the package has been opened.

Your jobber can furnish you a handsome counter display carton, containing twelve 25c packages, that will let you test the sales possibilities among your patrons.

Guaranteed by
The American Tobacco Co.

Blue Boar *Rough Cut*
Smoking Tobacco

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

PUBLIC SALE

To Liquidate the Cigar Manufacturing Business of

BURDSALL & ADAMS

(Established 1874)

106 State St., MEDIA, PA.

TO BE SOLD

Tuesday, April 10, 1917, at 12 M.

In our Second Floor Salesroom

1519-21 Chestnut St., Philadelphia, Pa.

The sale includes the complete business as a going concern, name, goodwill, brands, leaf tobacco, finished stock, humidors, presses, stock and fixtures of store, book accounts, etc.

BRANDS MANUFACTURED

(Certificates of Registration have been issued to Burdsall & Adams)

Delicia
Phonograph
Media Club
BLANDURA
Creme de la Creme
Agrado
Malta

By order of Philadelphia Trust Co., Liquidating Agent
415 Chestnut St., Philadelphia, Pa.

Full particulars on application to the Liquidating Agent or

SAMUEL T. FREEMAN & COMPANY, Auctioneers
1519-21 Chestnut Street Philadelphia, Pa.

Write for exclusive agency for the
"Lord" Cigar

The Cigar that the

Consumer comes back For

"Exceedingly Better"

HENRY'S CIGAR CO., Philadelphia, Pa.

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.

NEW YORK CITY

Every crumb of FRAT Tobacco fully measures up to Patterson quality traditions.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.

Original Pattersons of Richmond, Va.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL

S. Loewenthal & Sons

Importers of Havana and Packers of Leaf Tobacco

123 MAIDEN LANE, NEW YORK

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. | London, 8 Regent St., S. W. | Capetown, South Africa | Calcutta, 10 Government Place | Alexandria, Rue Cheriff Pacha | CAIRO, Head Office and Factory | Hamburg, 18-20 Grouse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, MARCH 15, 1917. No. 6.

SUMATRA PURCHASED ON ISLAND ITSELF BY AMERICAN SYNDICATE

To Protect United States Factories Importers Pool Interests—More Than Five Thousand Bales Purchased—Leaf Bought Without Seeing Samples—Nearly Two Million Dollars Involved

IT has been suggested and intimated that owing to the present situation regarding the importation of Sumatra, that certain importers might find it advisable to attempt to procure leaf direct from the Island of Sumatra itself to relieve the possible famine due to the submarine warfare. That this suggestion is not without foundation is found in the announcement that certain New York Importers have joined in a pool and purchased more than five thousand bales from the Deli Mattschappij plantation without seeing even a single sample.

This plan was engineered with the purpose of caring for important consumers of Sumatra wrappers who might be hard put if additional supplies of this style of leaf did not reach the country within a reasonable time. To what extent these importers have involved themselves in this deal, which is certainly one of the most unusual in the history of the leaf trade, may be concluded from the statement that the purchase will involve nearly two millions of dollars.

Regarding the details of this deal which was engineered by John H. Duys, Abraham Bijur and Joseph Cullman, Jr., the "Tobacco Leaf," of New York, reports the following interview with Mr. Duys:

"Ever since the beginning of January I have realized that it would be practically impossible to move the crop of Sumatra to Holland in the usual manner, and I offered at that time my services to the growing companies to go to the Island of Sumatra and select tobaccos suitable for the American market for direct shipment from Sumatra to New York.

"This proposition was not acceptable, but when shipping to Holland stopped entirely on February 1st, the companies showed an inclination to sell their American tobaccos on the Island, however, without the privilege of examination.

"Realizing that something had to be done to protect the Sumatra-consuming cigar factories, E. Rosenwald & Brother and Cullman Brothers, both of which firms had already approached me in the matter, joined my firm in the forming of a syndicate with the intent of making a blind purchase, and the purchase as above mentioned was the result.

"While the price paid for the tobacco was high, it would have been considerably higher if this syndicate had not been formed and individual bids had been made, and while we have hopes of making a profit, anybody whoever handled Sumatra tobacco must realize the tremendous risk we have taken, as we have not seen a single leaf nor do we know today the assortment, to wit, the percentage of light, medium and off-colored tobacco we have purchased.

(*Continued on Page 18*)

TOBACCO MERCHANTS' ASSOCIATION CONVENTION POSTPONED BY CRISIS

Great Gathering of Tobacco Men Will Not Be Held Until Fall—Duty to Nation Paramount to Individual Interests, Says President Wertheim—Letter Echoes Hope for World Peace

AS the trade was beginning to look forward to the Second Annual Convention of the Tobacco Merchants' Association a letter is issued over the signature of President Jacob Wertheim, announcing that the international crisis affecting the United States makes it inadvisable to hold the convention at the usual time. The letter sets forth that while the demands of the industry would make it expedient to hold the meeting as usual, the affairs of the nation demand first consideration.

President Wertheim's letter follows:

"March 6, 1917.

"Gentlemen: The success of our first convention held in Washington, D. C., in May, 1916, has aroused such interest in our coming annual gathering, which was to have been held in the month of May this year, that the entire tobacco industry of the country has been looking forward to that event with pleasurable anticipation and with considerable impatience.

"But it is with sincere regret that I now am compelled to announce that owing to the existing crisis in our country, due to recent international developments, our executive committee has deemed it advisable to postpone the holding of our next annual convention to the coming Fall, at a date to be hereafter determined.

"The tobacco industry has suffered greatly as a result of the war. Although the cost of labor has been substantially increased, the prices for materials almost doubled, the taxes materially enhanced and a large percentage of its export trade cut off, the prices of manufactured tobacco products to consumers are virtually as low now as they were before the war in Europe again. And this, too, in spite of the fact that the prices of practically every other commodity used in this country have been greatly advanced.

"The tobacco industry ever has been among the first to assume uncomplainingly the financial burdens imposed upon it by political and economic conditions and in the present situation, provoked almost wholly by the European war, it has submitted to sacrifices not demanded of any other industry. It not only submitted without demur to additional taxation, but it refrained from advancing the cost of its products to consumers at a tremendous financial sacrifice.

"It would seem, therefore, that it would be particularly desirable and expedient to hold a national tobacco men's convention at the earliest possible moment, in order that we might deal collectively with the serious conditions that the tobacco industry is now suffering from, with as little delay as possible. But we must forego the privilege for the present, for in great national crises such as face this nation now, individual considerations of business, however important, must be subordinated to the loftier

(*Continued on Page 18*)

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We don't know Clate Tinan or his Kimball (S. D.) "Graphic," but after reading his editorial, "The Cigarette," we can think of a large number of people in his own profession who ought to know him.

The Brass Tacks of It

There have been examples where contact with a broadminded man has proven beneficial to those less gifted.

Mr. Tinan, before he wrote his editorial, evidently secured some accurate information concerning the effects of the use of tobacco in all its forms. He did not take the word of the reformers but went after first-hand knowledge. We reproduce the editorial herewith:

"When you get down to the brass tacks of it, nine-tenths of this howl about the cigarettes is pure nonsense. There is just one trouble with them and that is the convenience which they afford to boys who are too young to use tobacco in any form. They can be smoked to excess, of course, by an adult, but the best authorities in this country say that if used in the same moderation as tobacco in other forms they are no more harmful. The finer grades of cigarettes contain the purest tobacco grown, and tests have shown that the paper used is no more injurious than this same tobacco. Cigarettes should not be sold to minors and it would be better if they could not obtain tobacco in any form, but when you have said that you have said it all. The rest is a lot of rot tossed out by people who know so much that isn't so."

Mr. Tinan might have said with truth that the cigarette is the mildest form in which tobacco is used, according to expert medical authorities. As in everything else, the harm in tobacco is in its abuse, not its use. And the effect of the use of tobacco depends entirely upon the person using it, as our systems vary as greatly as do our habits and thoughts.

Prohibiting the sale of cigarettes to minors is one thing, but attempting to prevent the adult from smoking a cigarette is entirely different.

Why not close up theatres, moving-picture houses, bowling alleys, billiard halls and baseball parks while we are about it? We really do not need these things.

Let us have laws prohibiting the changing of women's styles in hats, gowns and suits more than once in two years. Let them wear out their hats and dresses instead of accumulating a lot of perfectly good clothes that they will not use because "the styles have changed."

There would be just as much sense in passing laws like these as in legislating against a man's right to use tobacco in whatever form he pleases.

If all the useless and foolish laws now on the statute books were enforced a large percentage of this country's population would be temporary guests of the county, State and Federal prison wardens. There are not sufficient prison accommodations in the State of Pennsylvania to contain the people of Philadelphia who could be arrested in twenty-four hours for violation of the act prohibiting spitting on the sidewalks, in trolley cars and subway stations, if the law was enforced.

The cigarette manufacturers have paid little attention to the cigarette laws already on the statute books of many States for the apparent reason that they know that such laws are not enforced.

About the only time such laws are brought into action is when some person or persons set out to relieve a personal grudge against a cigar dealer or druggist by having him arrested for selling cigarettes to minors or having cigarettes in his possession, or some such similar violation. This is a pretty poor execution of justice. Enforce the law with all or none.

The cigarette manufacturers, jobbers and dealers, can remedy this situation if they become sufficiently aroused, and we believe that the time is approaching when they will find it advantageous to take some action.

About thirty days of strict enforcement of some of these fool laws would cure several flocks of legislators who have voted for such bills.

There can be no objection to laws that will keep tobacco out of the hands of children and youths but to attempt to establish complete prohibition of tobacco regardless of age or sex is an act of supreme selfishness.

From a Qualified Witness

The editor of the Corvallis "Gazette-Times" calls himself to the witness stand on the subject of intolerance, and he uses for illustration the interesting subject of cigarettes and their abolition. He qualifies by saying that he has never "smoked a cigarette or any other kind of tobacco. Moreover, the smell is distasteful to him; but he fails to see where he has the right to deprive anybody else of the pleasure of using them if he so desires." He finds that the whole trouble arises out of the desire of somebody in the legislature to "regulate everybody else."

The cigarette somehow has few friends except among those persons who smoke them, probably because young boys often use them to excess, and they provide a form of dissipation which is, or is thought to be, injurious to the health of growing persons. There is a notion, too, that opium, or some other drug, forms a part of the makings. Yet there is scientific basis for the assertion that a cigarette contains no opium and that the percentage of nicotine is far less than in cigars. It is probably the least harmful of all tobacco habits.

Let us have further testimony from the impartial and disinterested Corvallis authority.

"The arguments used for the abolition of booze cannot be advanced. None of them is applicable. Cigarettes wreck no homes, inspire no arson, commit no murders or other crimes. If they are injurious to adults, so is too much meat, too much plum pudding, even too much exercise.

"With liquor there is presumably a moral basis to the plan for its abolition; but it is not so as to tobacco. If cigarettes, why not cigars? Or pipes? Or snuff? Or fine-cut? Or the old-fashioned plug?

"Probably it is well to prohibit the sale of cigarettes to minors, but we do not think that the same prohibition as to men is reasonable, or that it will tend to make the public as a whole more tolerant of the reforms which some persons of severe ideas as to the conduct of others would put into law. In other words, such a law will be a dead letter."—"Oregonian," Portland, Ore.

Modern Cigar Store "Home of the Devil," Says Preacher

Vigorous exception is being taken by cigar-store proprietors in Omaha, Neb., to utterances credited to the Rev. C. W. Savidge in a recent Sunday evening sermon in the People's Church, where he is said to have characterized the modern cigar store as the "home of the devil."

I. T. McVittie, president of the Omaha Retail Cigar Dealers' Association, says that a number of owners of high-grade cigar stores have consulted with him on the matter.

"We decided to take no action," he explains, "as we believe the preacher's attack does not merit serious consideration. We cannot, however, refrain from taking exception to Rev. Mr. Savidge's classification of all cigar stores in one group.

"It would be just as sensible to say that all ministers' sons are bad, because the well-known son of a certain Omaha preacher was found gambling in a place that sought to hide its true nature by pretending to be a cigar store."

Other cigar dealers protesting against Rev. Mr. Savidge's broad attack on their business include F. Wirthsafter, John Alperson and Tracy Brothers.

New Cigar Store for Minot, N. D.

C. F. Francis and L. G. Theurer have opened a cigar store on West Central Avenue, Minot, N. D., and will carry a selected stock of cigars and tobaccos. They will also handle confectionery, newspapers and magazines.

Tennessee Would Legalize Sale of Cigarettes

A bill has recently been introduced in both houses of the Tennessee Legislature, meeting in Nashville, that is expected to yield a revenue to the State of from $50,000 to $75,000 a year, and to bring about a condition that the present law has hopelessly failed to do. The bill provides that no cigarettes may be sold to minors but that the sale of cigarettes shall be legal in Tennessee upon the payment of a privilege tax of $25 a year.

The law now is that no cigarettes may be sold to any person in the State. The result is that cigarettes are sold and the State gets no revenue.

Senator Fulghum and Representatives Tankard and True are the authors of the bill. It has the support of leaders in both houses. There is little doubt but that it will become a law. By legalizing the sale of cigarettes to adults and fixing a tax of $25 a year, it is figured that the revenue will run up to nearly $75,000. It will also make it easy to enforce the provision prohibiting the sale to minors.

One Cigarette Brand Wins Big Success for Reynolds Co.

One of the country's most prominent tobacco men, in commenting on the industry, said: "Give me one real popular cigarette brand and I can make any company a success."

That this remark is founded on fact is well brought out in the case of the R. J. Reynolds Tobacco Company, one of the four large parts into which the straight tobacco business of the old American Tobacco Company was divided. Reynolds common could have been purchased around $200 a share shortly after the dissolution of the trust four years ago. A few days ago there were a number of bids in the market for the stock above $600 a share.

This stock has trebled in price, adding $400 a share to its market valuation, almost solely because it brought out a cigarette brand that has been a great success. When Reynolds was a part of the old combination the company was not a manufacturer of cigarettes. Mr. Reynolds, one of the country's really big tobacco men, had built up a tremendous business in other forms of tobacco goods. But a little over three years ago he decided that he would turn his attention to the cigarette field, concentrating on one brand.

With the aid of some clever advertising, "Camels" fairly took the country by storm. While the Reynolds Company is not giving out the figures, those in close touch with the situation estimate that 5,000,000,000 cigarettes of this one brand were sold last year, and that sales now are running at the rate of nearer 7,000,000,000 a year. This brand accounted for twenty per cent. of the country's cigarette business last year, which totaled a little over 25,000,000,000 cigarettes. How remarkable a showing this is becomes evident when it is remembered that there are hundreds of old combinations and the various independent concerns.—"Wall Street Journal."

One-third of American Preferred May Be Retired

The retirement of $25,989,400 in preferred stock of the American Tobacco Company, with the accompanying reduction of its authorized preferred from $80,000,000 to $54,010,600, is another evidence of the stable manner in which the company has dug itself in financially. The porposal, as recently announced, will be considered by stockholders on March 14, and they undoubtedly will follow the desire of the directors. This preferred stock, now in the treasury, was received in exchange for preferred stock of the Liggett & Myers Tobacco Company and the P. Lorillard Company. "The corporation has no necessity to dispose of this stock," said a director, "and considers its retirement a benefit in further stabilizing the remaining stock outstanding."

NAILING THE "CAMEL" LIE

R. J. Reynolds Tobacco Company Using Local Papers to Attack "Malicious Lies"—One Method of Circulating Them Exposed

THE R. J. Reynolds Tobacco Company has been using large display space in the local morning and evening daily papers calling attention to one of the methods used to circulate what they term a "malicious falsehood" in an effort to injure the wonderful sales of "Camel" cigarettes.

The copy is as follows:

"Here's One of the Ways Malicious Lies were Circulated about Camel Cigarettes.

"In an effort to injure the wonderful sale of Camel cigarettes, many unprincipled schemes have been resorted to. The following is one of the many ways such lies have been put into circulation:

"An individual liar would approach a group of men, produce a newspaper, published in a distant city, and apparently become interested in reading. Suddenly he would exclaim, 'What do you think of this?' He would then pretend to read an article about Camel cigarettes. In reality, the paper contained no such statement. The individual would at once walk away, carrying the paper with him. A newspaper from a distant city was always used in an effort to cover the tracks of the liar.

"Would anyone voluntarily do this kind of unprincipled work? They must have been paid by someone to do it, and all of them should be exposed. An honest man will not knowingly work under the direction of a crooked superior, nor will an honest superior knowingly tolerate a crooked employee. However, some salesmen have told the trade that they had in their possession a newspaper containing a damaging article about Camel cigarettes. This was a malicious falsehood, as they had no such newspaper, and when asked to produce it, they were unable to do so.

"Camel cigarettes are pure and delightful and the most popular cigarettes ever sold at any price. Cigarette smokers will not, for any length of time, permit malicious falsehoods to prejudice them against Camels."

The fact that this falsehood has been able to gain such wide circulation is another example of the gullibility of the public.

In the very first place it is hardly possible that the Government would permit the manufacture of an article that could possibly have an injurious effect on smokers, and any thinking person would immediately see that if there was any truth in such a statement it would have been immediately brought to the attention of the Government either by individuals or other manufacturers.

In the second place, no newspaper would print a depreciatory statement about a specific brand without absolute proof, and it is doubtful if they would then, for our libel laws are so stringent and permit of so broad an interpretation that it is dangerous even to print the truth in some cases. Newspaper publishers do not take chances of this sort.

In the third place, no individual or company would spend a large sum of money in newspaper advertising space to challenge a statement that might contain a vestige of truth. The R. J. Reynolds Tobacco Company is sparing no effort or expense to "nail" this lie about "Camel" cigarettes, and this in itself is sufficient evidence of the character and quality of this well-known brand.

Philadelphia Notes

Morris Krinsky, of I. B. Krinsky, was a recent visitor to the trade in Philadelphia, Pa.

"Glorica," a cigar retailing at five cents straight, is being featured by Duncan & Moorhead, at 722 Chestnut Street.

M. J. Dalton & Company, at Fifth and Chestnut streets, are featuring the "M. J. D. No. 1" brand in boite nature packings.

Samuel Jeitles, of Jeitles & Blumenthal, has returned to this city from a visit to the Pacific Coast. He called on some of the firm's customers enroute.

Sig. C. Mayer, who has been recovering from an operation at Atlantic City, is again in the city, and hopes to get away shortly on a trip to some of his important customers.

"Topic," the ten-cent brand to which Bobrow Brothers are devoting considerable attention, is making a hit with the trade, and is to be found on most of the first-class stands.

Louis Eisenlohr and C. Harry Eimerbrinck, manufacturing manager of Otto Eisenlohr & Brothers, Incorporated, are at present in Havana inspecting some recent purchases of leaf. Mr. Eisenlohr expects to return about April 1.

Seidenberg & Company are said to have leased the factory building at Third and Locust streets, and as soon as alterations are complete (about April 1st), expect to begin manufacturing.

The factory representatives from our of town who attended the opening of Yahn & McDonnell's jobbing headquarters at 1311 Sansom Street, on Monday last, were guests at a luncheon given at the Manufacturers' Club.

Speed Goodloe, representing the El Provenzo Cigar Factory, 210 Bainbridge Street, manufacturing the "El Provenzo" ten-cent cigar and the "Max-Will" nickel brand, is in Baltimore and vicinity for a few days, calling on some of the firm's customers.

William Bailey has recently taken a five-year lease on the building at the northwest corner of Second and Arch streets, where he has been located for a number of years. The lease was formerly held by Jack Fowler, who has removed his office to the Heed Building.

Leach & Company to Handle "Marie Antoinette" Brand

Following the visit of Mr. Rosencranz, representing E. Kleiner & Company, manufacturers of the "Marie Antoinette" cigar, Leach & Company, with stores at Tenth and Chestnut streets, and 111 South Broad Street, have taken the brand on in two sizes. Both sizes retailing at $12 a hundred.

Another brand recently added is a seed and Havana cigar known as the "Commander," made by Heineman Brothers, Baltimore, Md. This brand will also be carried in two sizes, the "Admiral" and "Ensign."

Local Campaign Begun on Admiral Size of "Henrietta"

WITH the introduction of a new shape of the "Henrietta" cigar, known as the admiral size, manufactured by Otto Eisenlohr & Brothers, Incorporated, more than passing interest has been aroused among the trade and consumers in this famous ten-cent brand.

In addition to a campaign among the local retail trade, consumer interest is being aroused by display copy in one morning and two evening local newspapers.

"Salute the Admiral! Eisenlohr's masterpiece," are the copy headlines that catch the eye of the reader and interest him in the new size of the famous "Henrietta." This shape is five and one-quarter inches long and retails at ten cents straight.

Inquiry at the offices of Otto Eisenlohr & Brothers, Incorporated, brought forth the statement that the new size is taking with the consumer in a highly satisfactory manner and that indications point to a newly aroused interest among local smokers in this famous brand.

"Jack" Fowler Removes Headquarters to Heed Building

Addison (Jack) Fowler, genial representative of the United States Tobacco Company, who for many years has been located in the building at the northwest corner of Second and Arch Streets, has recently removed his headquarters to the Heed Building, 1215 Filbert Street, and is now at home in Room 440. His new telephone number is Filbert 2685.

Mr. Fowler has been somewhat distressed by the illness of Mrs. Fowler who has recently undergone an operation. However, his many friends will be happy to know that Mrs. Fowler is now convalescing and well on the road to recovery.

W. H. Dohan Takes "Rest Cure"

W. H. Dohan, head of the El Draco Cigar Manufacturing Company, located at Front and Arch Streets, who has been suffering from severe attacks of rheumatism as well as overwork, is at present in St. Luke's Hospital where he is taking a complete rest from business and social affairs. His condition is much improved and he hopes to get about again within the next week. His physician felt that a complete rest would do much toward building up his health and at the same time give an opportunity for a complete study of his condition. Mr. Dohan had not been in good health for a long time. His many friends in the trade will be glad to learn that he hopes to be back at his desk shortly.

Business of Burdsall & Adams to Be Sold at Public Sale

IN order to settle interested estates the cigar manufacturing business of Burdsall & Adams, 105 State Street, Media, Pa., is to be sold at public sale on Tuesday, April 10, 1917, at twelve o'clock noon in the second floor salesroom of Samuel T. Freeman & Company, 1519-1521 Chestnut Street, this city.

The sale includes the complete business as a going concern, name, goodwill, brands, leaf tobacco, finished stock, humidors, presses, stock and fixtures of store, book accounts, etc.

At the present time there are ten or more cases of leaf tobacco on hand and some thirty-six thousand cigars, these figures being subject to revision at the time of the sale.

The firm has manufactured cigars continuously under the following registered brands: "Blandura," "Delicia," "Media Club," "Phonograph," "Agrado," "Malta" and "Creme de la Creme." In addition there are two counter brands, "Touchstone" and "Sheepshead," used in their retail store.

The business of Burdsall & Adams was established in 1874 and has been continuously maintained since that time. Its brands have been advertised and several of them are widely known and have a considerable distribution.

T. W. Hall Dies at Long Beach

T. W. Hall, Western representative of the Juan F. Portuondo Cigar Manufacturing Company, died suddenly in Long Beach, California, on March 4th. Mr. Hall had been suffering from the grippe, but in a letter to the firm, which reached them only a day or two before the telegram announcing his death, he stated that he was much improved and expected to be on the road again in a short time. Mr. Hall would have completed his second year of service with the firm in April.

Mr. Hall was a man between fifty-five and sixty years of age. When off the road he spent his time either in Bath, Me., with a sister, or in Rochester, N. Y., where he had married children. Mr. Hall's wife had been dead a number of years.

The "Fedora" five-cent cigar is being shown by Vetterlein Brothers, at Fourth and Chestnut Streets.

A. W. Lomax, representing Lowden & Company, New York, with factories in Key West, has been calling on the trade in the interest of the "La Campana," "Kaiserhof" and "Duke of Amboy" brands.

Knickerbocker's Broadway Jottings

John W. Merriam has left town for a month's trip to customers in the West.

Fred Estabrook, of Estabrook & Eaton, of Boston, visited New York recently.

Nat. Rice, vice-president of the Stachelberg Company, left town recently for a trip to Western points.

Joseph Mendelsohn, president of the Manuel Suarez Company, has returned to New York from Havana.

Sidney Goldberg, of Simon Batt & Company, is in Havana looking for some stocks of leaf for the factory.

Albert Falk, president of the Falk Tobacco Company, expects to return from his brief Western trip this week.

H. W. Kraussman, of the leaf tobacco firm of E. A. Kraussman, is at present on a trip in New England territory.

Joseph Monday, of S. Monday & Sons, Brooklyn, manufacturers of little cigars, recently left town for a short trip.

A. Caro, of A. Santaella y Ca., is spending a few days in New York City, prior to tour of some of the Atlantic Coast States.

Claude Turner is back at New York headquarters of "Charles the Great," following a successful trip through Southern territory.

Sidney Goldberg, president of Simon Batt & Company, has returned from Cuba, where he has been on a leaf-purchasing trip.

Max Rosenblum, of the Edwin Cigar Company, has returned from Havana where he was a purchaser of some fifteen hundred bales of leaf.

Samuel Loewenthal, of S. Loewenthal & Sons, who has been recovering his health at Battle Creek, Mich., is expected in the city about April 1st.

Edmond R. Kelly, of Horace R. Kelly & Company, has reached San Francisco from Manila, and is now calling on the trade enroute to New York.

Friedberg Brothers, of 185 Canal Street, leaf dealers, with branches in Kentucky and Virginia, have recently incorporated with $50,000 capital stock.

T. Chalkiadi & Company, makers of the famous "Haides" cigarette, have removed their office to 30 East Forty-second Street, from 503 Fifth Avenue.

Lincoln & Ulmer, manufacturers of the "Rodena" cigar, are very busy keeping up with orders. Max Radin is gathering some fine orders in New York City.

Robert E. Lane has announced an increase on the "Partagas" brand. The increases are said to be $3 and $4 a thousand, depending on the size of the cigar.

Al Metzger, who represents the manufacturers of the famous "Jose Vila" brand, has left New York headquarters on a road trip that will occupy several weeks.

Jacob Wertheim, president of the Tobacco Merchants' Association, has left the rain and snow and slush of the North behind him and has gone South on a pleasure jaunt.

Sam Hann, Jr., treasurer of the Taylor-Hanna-James Company, of Waco, Tex., was a recent visitor to New York, with a view of connecting with some new brands.

Arthur Bachman, of S. Bachman & Company, San Francisco, who has been a New York visitor, expects to return to the Coast in a few days.

F. R. Hoisington, of the Cayey-Caguas Tobacco Company, has returned from a trip through the South where he gathered in some healthy orders for the "Savarona" brand.

William Quanjer, of Kruse, Quanjer & Company, has left the city on a business trip. He has been reported enroute to Connecticut, Santo Domingo and the Island of Sumatra.

Percival S. Hill, president of the American Tobacco Company, has rented the estate of Alfred L. Ferguson, at Greenwich, Conn. It contains about ten acres, a large residence and outbuildings.

Following a trip which took him to the Pacific Slope, E. R. Lincoln, of Lincoln Brothers, makers of the "First Consul" and other widely known brands, has returned to New York headquarters.

A new store of the "United" chain has been opened next door to the Knickerbocker Theatre. It has two entrances, one from the street and one from the Knickerbocker Theatre Building.

"Constancia Garcia" cigars, made by the La Kyma Cigar Company, are constantly growing in demand about town. They are to be found at many of the first-class stands throughout the city.

Robert E. Lane, "Partagas" representative for the United States and Canada, leaves town this week for a trip across the continent. He will call on the trade en route. He expects to be away about two months.

The Semiramis Cigarette and Tobacco Company has recently been incorporated with a capital stock of $50,000 to deal in tobacco and smokers' articles. The incorporators are B. C. Elliott, T. F. MacMahon and A. Negris.

Application has been made to the New York Stock Exchange to list the stock of the Porto Rican-American Tobacco Company. It has $3,632,700 capital stock. Total surplus is listed, according to the last report, as $1,637,055.

Louis G. Smith & Company, who distribute the "Reynaldo" cigar in New York and vicinity, have been aided in their sales on this brand recently by the efforts of Steve Herz, of the Reynaldo Cigar Company, who has been conducting a campaign.

American Sumatra Tobacco Company Prospering

IT is announced that new interests have recently purchased a large holding in the American Sumatra Tobacco Company and application will soon be made to list the securities of the company on the New York Stock Exchange.

Officials report that current business is the best in the company's history, all the old tobacco on hand having been sold at a large profit as well as eighty per cent. of the new crop.

Earnings for the fiscal year ending July 31, 1917, will show $13 per share on the $6,800,000 common stock after deducting interest charges on the $1,250,000, five per cent. gold notes and seven per cent. on the $1,000,000 preferred.

By the end of the year the company will have net quick assets of about $18 per share on the common stock which will make possible the payment of dividends on this issue.

Tobacco Products Acquires Prudential Tobacco Company

The Tobacco Products Corporation has taken over the Prudential Tobacco Company, which has an output of about 120,000,000 cigarettes annually. The transaction is entirely a cash one. No new stock will be issued by the Products concern to take care of this purchase.

The Prudential Company has been established for about twenty-five years. The company has a large supply of Turkish tobacco on hand, which, in view of the present leaf situation, makes the purchase particularly attractive at this time.

With the purchase of this company the Tobacco Products Corporation owns seven operating tobacco concerns.

The purchase of the Prudential Company becomes operative as of March 1.

Much American Mail Lost on "Laconia"

Newspaper dispatches call attention to the fact that the "Laconia" which was sunk by a German submarine, carried a quantity of American mail destined for foreign countries. The "Laconia" sailed from New York on February 17th, and mail for Holland, mailed within a month prior to that time, went forward on it.

William Pinkus Dead

William Pinkus, of Pinkus Brothers, widely known manufacturers of cigarettes, died recently at his home in Atlantic Highlands, N. J., after a brief illness. He was a pioneer in the manufacture of monogram cigarettes, and had been in business for more than two decades. The deceased was forty-five years old. A widow and one daughter survive.

Notice of Subscriptions for R. J. Reynolds Co. Preferred

Notice has been issued to the common stockholders of the R. J. Reynolds Tobacco Company that subscription and payment for the new preferred stock, authorized by the directors, must be made on or before April 2d.

Commonwealth Hotel Cigar Company Formed

THE Commonwealth Hotel Cigar Company, Incorporated, has been organized to take over the cigar concession of the mammoth Hotel Commonwealth, which is to be erected on a site in the Times Square district of New York. The Commonwealth is to cost $15,000,000, is to be twenty-eight stories high, to cover an entire block front and is to have 2500 rooms. The cigar concession for such a hostelry is regarded as a pretty large asset, particularly since the hotel is to be the greatest in the world, and is expected to be crowded from the time its doors are opened. The Commonwealth is to be owned and conducted co-operatively, with 100,000 persons subscribing to its stock and dividing its net earnings in dividends and rebates.

C. B. Hayward is president of the Commonwealth Hotel Cigar Company, Incorporated; Lawrence Landsman, vice-president and active head of the company, and J. Seymour Parker, secretary and treasurer.

Mr. Landsman and his associates have hopes of building up a national institution or chain of cigar stores and stands.

Negotiations will soon be entered into with cigar importers and manufacturers for the manufacture and sale of special brands of cigars to be used exclusively by this company.

Porto Rican-American's Net Earning for Past Six Months

The Porto Rican-American Tobacco Company reports for the six months ended December 31st last, sales of $3,972,912; net earnings, $221,176; dividends from Industrial Company of Porto Rico and Porto Rican Leaf Tobacco Company, $109,740; interest on loans and deposits, $26,429; income from other sources, $144,650; total income, $501,994; taxes, $11,734; balance, $490,260; dividends, $594,472; deficit, $104,212; previous surplus, $1,777,267; total surplus, $1,637,055.

American Tobacco Co. Earned 22.70 Per Cent on Common

At a special stockholders' meeting of the American Tobacco Company, held Wednesday, it was voted to retire $25,989,400 of the preferred stock, thus reducing the authorized preferred stock from $80,000,000 to $54,010,600. The reason for the proposed reduction is that $25,989,400 preferred stock issued is now held in the treasury of the company, having been received in exchange for the preferred stock of Liggett & Myers Tobacco Company and P. Lorillard Company.

The annual report shows total sales for the year 1916 of $70,009,437, against $64,710,287 in 1915. There was a balance after preferred dividends of $9,136,076, equal to 22.70 per cent. on the $40,242,400 common stock, compared with 20.05 per cent. on the same stock in 1915.

New Haven Manufacturer Files Petition

Ferdinand Bogen, a small cigar manufacturer at 82 DeWitt Street, New Haven, Conn., recently filed a petition in bankruptcy, showing liabilities of $622.50. Assets were given at $150.

SUMATRA PURCHASED ON ISLAND ITSELF BY AMERICAN SYNDICATE

(*Continued from Page 11*)

"The tobacco will reach New York, we expect, within three months, and at a later date an announcement will be made as to the manner in which we will offer this tobacco to the trade. Judging by cable reports, very little tobacco suitable for the United States is remaining on the Island, most of the new crop being either in Holland or in transit between Sumatra and Holland."

American Tobacco Sales Increase $2,000,000 in Two Months

Sales of American Tobacco Company in January and February increased $2,200,000 over a year ago. Continuance of this rate of increase over the full year would mean an increase in sales in 1917 of better than $12,000,000 and would bring strictly tobacco business of American Tobacco Company to $80,000,000 this year. January and February also showed a very appreciable gain in net.

Annual report for 1916 will be issued next week and will probably show about 23 per cent. for the $40,242,400 common stock, compared with 20 per cent. in 1915. In view of rapid increase in costs in all lines of tobacco goods manufacture, gain over 1915 figures cannot be considered other than remarkable.

In the year just closed total sales of American Tobacco Company and subsidiaries, including makers of tobacco accessories, amounted to about $120,000,000, an increase of about $12,000,000 over 1915.

American Cigar Company has started off with a rush this year. It earned about 13 per cent. for common stock in the year just closed, or slightly better than 1915 result.

It showed an increase in net in January over January, 1915, almost as large as the increase in net of American Tobacco Company proper.

American Cigar Company has $10,000,000 common and $10,000,000 6 per cent. preferred outstanding. Of this $10,000,000 common, American Tobacco Company owns $7,000,000. The return to American Tobacco Company from its cigar subsidiary in the year just closed amounted to $420,000, although actual earnings of the cigar company applicable to American Tobacco Company were close to $1,000,000.

American Cigar Company has adopted an expansion policy which means opening four new factories. It is many millions of cigars behind in its orders and business this year is only a question of ability to turn out product. The cigar company should show sales this year in excess of $30,000,000, against less than $25,000,000 in 1915.

Sales of American Tobacco Company proper in 1915 fell about $5,000,000 below 1914 figures. The 1916 report will show this loss more than made up.

Report of Liggett & Myers Tobacco Company

Liggett & Myers Tobacco Company reports year ended December 31, 1916:

	1916	1915	Inc.	Dec.
*Net profit,	$8,416,814	$8,633,459	....	$216,635
†Deduct,	33,248	....	$33,248	....
Balance,	8,383,566	8,633,449	....	249,883
Int. chgs. elec.,	1,794,511	1,833,173	....	38,662
Pfd. divs.,	1,076,866	1,076,866	....	....
‡Balance,	5,512,189	5,723,410	....	211,221
Com. divs.,	3,439,424	3,439,424	....	....
Surplus,	2,072,765	2,283,986	....	211,221

*Includes dividends from subsidiary companies.

†Difference between purchase price and par of 7 per cent. gold bonds purchased and cancelled during 1916.

‡Equal to 24.61 per cent. on $21,496,400 common stock against 26.61 per cent. in 1915.

TOBACCO MERCHANTS' ASSOCIATION CONVENTION POSTPONED BY CRISIS

(*Continued from page 11.*)

impulses of fealty to country and its noble institutions. While the nation halts at the brink of the chasm of war and ponders upon the weighty responsibilities which the next step may impose upon its citizenry, the demands of commerce well may be ignored until the crucial hour has passed.

"We feel that in times like the present, and particularly in the grave crisis that menaces the peace and tranquility of the nation, the business men of this country are inspired by only one conviction—to yield their unswerving support and unfailing encouragement to the President of the United States in the discharge of his sacred duties to the American people. It is an unparalleled and most solemn period in the history of the nation which impels all loyal citizens, regardless of race, creed or political affiliations, to stand together as a solid phalanx in thought and deed, and to accept ungrudgingly every burden that citizenship of this great republic carries with it.

"Let us hope that by next Fall, when we expect to hold our second annual convention, the dark and threatening clouds which now lower over our nation will have been entirely dissipated and passed away, and that permanent peace will have been established all over the world, and let us trust that our coming annual convention will mark a distinct epoch in the history of the association and the entire tobacco industry.

"Respectfully yours,

"JACOB WERTHEIM,

"President."

Why They Take to Cigarettes in England

A Norwich communication printed in London "Tobacco," says: "The local regulations under the Defence of the Realm Act have caused a decided change in the habits of smokers, the cigarette being favored in preference to the pipe. The reasons for this are two-fold, one dependent on the prohibition against striking matches in the streets after lighting-up time. The cigarette smoker can, however, light up before he starts out, and by utilizing the end of each cigarette to light its successor, smoke as long as he desires, whereas the pipe smoker having emptied his first bowl cannot again light up without infringing the regulations. Furthermore, in streets which are free from any light save that of passing vehicles, the cigarette indicates the presence of man or woman—for smoking by women in the streets is much more common than formerly. Further, in the collisions which occur between pedestrians, despite the utmost precautions, the pipe is a source of grave danger to the user, while the cigarette collapses without evil effects. The result is a boom in cigarettes at the expense of pipes."

Report of R. J Reynolds Tobacco Company

R. J. Reynolds Tobacco Company reports for the year ended December 31st:

	1916	1915	Inc.	Dec.
Net earnings,	*$8,043,678	$4,729,988	$3,313,690	....
Pfd. divs.,	175,000	175,000	....	....
Balance,	7,868,678	4,554,988	3,313,690	....
Common divs.,	†2,300,000	2,200,000	100,000	....
Surplus,	5,568,678	2,354,988	3,213,690	....

*After deducting preferred dividends the balance, $7,868,678, is equal to 78.69 per cent. on the $10,000,000 common stock, against 45.54 per cent. in 1915.

†Includes extra dividends amounting to $1,100,000.

Store Character

Store character is a matter of vital concern to the business man. Much of future development and continued prosperity in every commercial pursuit, depends on the careful wisdom employed in its character building. And this building of character is no more completed at the time of the "initial bow to the public" than is the character of the student fixed when he reaches commencement day. In both cases it's a matter that takes constant vigilance through the years of activity to insure firmness and inspire confidence.

We have little use for a sermon on character as applied to individuals at this time—most of us have had that important information drilled into our lives from mother's knee. But since the things with which we have to do take on many personal traits, for which we are in a greater or less degree responsible, it becomes particularly advisable that such matters get a goodly share of attention. If character is what we really are, then its application to business affairs has to do with their actual methods and not with what they are said to be. Surface colorings soon reveal weak places, and they in turn expose the fountain head of causes.

To gain a reputation for reliability is a common and the noblest aim of every business, but to gain it by being strictly reliable is the practice of too few. One of the little every-day mistakes practiced by the retail trade, that greatly affects and reetards the attainment of reliability, is in telling customers who ask for certain brands of goods that do not happen to be in stock, that same has been ordered and will arrive tomorrow, when it is impossible to have the goods short of a week or ten days, even if they were ordered. The consequences are plain and every argument favoring such misrepresentation is outweighed by the disappointments involved. Better to state facts and meet your customers with the goods at the appointed time. And the concern whose methods compel its clerks or agents to state facts regardless of an occasional lost sale, will survive to bury its losses in deserved prosperity.

If we are to profit by dealing with "all of the people some of the time, and some of the people all of the time," then we must adopt to business uses the things that are known to make individuals honorable, respectable, reliable and popular. Remember that reputation for whatsoever in a business, merely indicates the character that dealing reveals, and that the former can be misleading according to its medium of circulation while the latter is a fixed quantity. Let us therefore see to it that the fundamental principles on which we build our money making structures are just and strong,—that they are defended against the tests of time. Then will reputation work out a lasting profit and competition can never stop it.

1916 Crop of Canadian Tobacco Shows Decrease

A recent report to the United States Department of Commerce, Washington, D. C., states that the 1916 season was not an altogether favorable period for tobacco cultivation in Canada, the summer having been rather cool. In Quebec and Ontario Provinces the estimated area under cultivation was 6890 acres, as compared with 13,500 acres in 1915, and the estimated yield in 1916 was 5,943,000 pounds, as compared with 9,000,000 pounds in the preceding year. The prices paid in Ontario for both white burley and the flue-cured tobaccos have been exceptionally high, comparing in some instances to the increased prices paid for similar qualities of tobacco in the United States, although the average, perhaps, would not figure up as high.

In the News

Cigar dealers of Davenport, Ia., met recently at the Commercial Club to discuss trade conditions.

Abe Lewis has purchased the cigar store at Fannin and Capitol Streets, Houston, Tex., and has also installed a soda fountain.

The preferred capital stock of the R. J. Reynolds Tobacco Company has been increased from $2,500,000 to $5,000,000.

The Empire Cigar Store, of Pueblo, Col., has recently purchased a $1,800 soda fountain which will be installed in their store.

Howard Hoffman, of the firm of Hoffman Brothers, cigar dealers of Streator, Ill., has been at Hot Springs, Ark., taking treatment for rheumatism.

Harry Mower, cigarmaker of Fort Madison, Ia., has opened a cigar factory at 111 Locust Street, that city. His leading brand will be called "Equality."

Nashville cigar dealers report that with the change in stogie prices from three for five cents to two for five cents many smokers have changed to the "regular" cigar.

The revenue collected in February from cigar manufacturers in the district in which Terre Haute, Ind., is located, is said to have been the largest in the history of the office.

William J. O'Brien and Roy Coats have purchased the Mission Cigar Store at 52 South Broadway, Aurora, Ill., from Herbert Goldsmith. The new proprietors have taken possession.

W. A. Osborne, sales manager for the Liggett & Myers Tobacco Company, of St. Louis, and C. R. Schumate, division sales manager of North Georgia, were recent visitors in Augusta, Ga.

Paul Luek, proprietor of the Williams Cigar Store, Portage, Wis., will shortly have the store renovated and new and up-to-date fixtures installed. He will also have a new front placed on the store.

Frank J. Schmidt has leased from Herman Belkan the store opposite the branch railroad depot in the Beehive Block, Collinsville, Conn., and will open it with a selected stock of cigars, tobacco and confectionery.

Grill Brothers Company, manufacturers of cigars and smokers' articles, 112 Main Street, Evansville, Ind., recently laid off thirty-eight cigarmakers. They claim that the high cost of tobaccos has forced them to change their system of operating.

The Deisel-Wemmer Company, of Lima, O., have leased the Blicke block on North Sandusky Avenue, Bucyrus, O., for a period of three years and will remodel it for a cigar factory to be run as a branch of their Lima plant.

Drug stores in St. Joseph, Mo., have followed the lead of the cigar stores and hereafter all nickel brands will be sold for five cents straight and most of the ten-cent cigars at ten cents straight. There will be few if any brands sold at three-for-a-quarter.

Position of Foreigners of Enemy Nationality in Time of War

By Edwin M. Borchard in "The Americas."

Mr. Borchard, formerly at the State Department, is the author of the standard work, "Diplomatic Protection of Citizens Abroad."

WHILE the majority of the people of the United States manifest a great disinclination to be drawn into the vortex of the European war, it may be of interest, should that catastrophe occur, to survey briefly the rights of persons and property of private citizens of belligerent countries.

During the Nineteenth Century the theory gained ground steadily that war is primarily a relation between States and should, so far as possible, leave unaffected the rights of person and property of non-combatants. While in strict law war makes enemies of the subjects of the respective belligerents and authorizes their expulsion from the territory of enemy states, a network of treaties has established the practical rule that aliens, nationals of any enemy state, may continue to reside, providing they maintain a neutral position, similar to that of nations of neutral states. Statutes in the United States have confirmed the right of expulsion en masse in war time; but this right, even apart from treaty, has rarely been exercised in recent times. Thus, in the Crimean War in 1854, Russia permitted French and British subjects to continue peaceably to reside; and the same rule was followed by Italy in the Italian-Austrian War of 1859, and in the Turko-Italian war of 1912 and by both belligerents in the Chino-Japanese war of 1894. France, however, considered it necessary to expel German subjects during the Franco-German war of 1870. Turkey to expel Greek subjects in the war of 1897, and Italian subjects in the war of 1912, the Boers, to expel British subjects from the Transvaal in 1900, and the Russians to expel Japanese from certain provinces in 1904. Naturally, the right of expulsion includes the lesser rights of concentration and surveillance, unless treaties prevent. In the absence of an imperious public necessity, however, it would be most desirable for nations to agree not to segregate alien enemies in concentration camps.

In the case of merchants and commercial houses, nationals of an enemy state, the United States has concluded treaties with most of the important foreign countries granting a limited period of time, from six months to a year, for the liquidation of their business and the removal of their property; while in the case of persons engaged in peaceful occupations, such as farmers, mechanics, artisans, scholars and persons in similar employments, provision is usually made for their unmolested residence. It would be well, hereafter, to avoid the disastrous consequences illustrated by the present practice of numerous belligerents in Europe by concluding international conventions by which the private property of citizens of enemy states should not be subject to sequestration or liquidation or compulsory alienation, except as this measure may apply to citizens or neutrals.

It is a general rule, rigorously enforced, except for the grant of special licenses, that trading or business dealings between enemies situated in the respective belligerent countries are prohibited during the war. Property found violating the rule is subject to confiscation. The ordinary difficulties of the subject are increased by the various tests of enemy character applied to the ownership of property engaged in the forbidden trade. Until England found it expedient in this war to depart from and extend the old-established rules of Anglo-American law, the test of enemy character under that law for purposes of trading and maritime capture, to be mentioned presently, was not the nationality of the owner of the vessel or cargo—the continental rule—but the trade domicile of the owner; that is to say, the country, enemy or neutral, in which business was carried on furnished the test of enemy character and not the nationality of the owners of the business. In addition to this criterion, England has now adopted the continental rule of nationality as a further test of enemy character.

The prohibition of intercourse between enemies has important effects upon the legal relations of nationals of the enemy state and particularly upon their contractual relations. All contracts entered into after the outbreak of the war are void and incapable of enforcement at any time. Those concluded before the war are not void, but their enforcement is suspended until the conclusion of peace.

In this connection, various existing practices require amelioration and definition. This is particularly true in the matter of life insurance and similar contracts and of patent rights. Under existing practice the strict interpretation of the law requires that insured subjects of one enemy state cannot pay insurance premiums to corporations and of the other belligerent. Only by special contractural arrangements could the consequent danger of a forfeiture of the policy be foreseen and averted. On the other hand, the principal of policies cannot be paid during the war by the company to an enemy subject, although payable and enforceable after the war. To avoid all doubts and hardships in this matter, it would be well for the belligerents and for all nations to conclude treaties providing that contracts entered into and obligations incurred between their respective citizens before the actual outbreak of war, shall not be declared cancelled, void or suspended, nor any impediments created to prevent their performance or enforcement in court.

Again, in the matter of patent rights, amelioration is desirable. There is no reason why war should cancel or even suspend valuable patent rights owned by citizens of either belligerent party in the country of the other. Yet, under existing practice the enjoyment of such rights is usually suspended and the owners' consent not asked for the transfer of the right of manufacture under the patent to others, on conditions of various kinds—either collection of royalties, arbitrarily fixed, for the benefit of the true owner, or perhaps the reservation of the owners' right to sue for damages after the war. It would be wise foresight and justice to agree by treaty to preserve patent rights, in time of war as in time of peace, prohibiting their being declared void; nor should their exercise be interfered with or transferred without the owners' consent, subject to their use by the State for public purposes, under appropriate compensation.

Existing commercial partnerships between nationals of enemy states are dissolved by the outbreak of war. Whether the same rule applies to alien enemy stockholders in corporations appears more doubtful. According to one view, believed to be the better one, the stockholders' rights and obligations are suspended until the restoration of peace; according to another these stockholders drop out and have a right to receive the value of their respective shares as on the day of the outbreak of the war. The obligation of a State to pay its public debt is not affected by the war, even though its bonds are held by subjects of the enemy.

The property of the citizens of any enemy state found within the belligerent's own territory may in strict law be confiscated. Modern practice, however, has practically abrogated this rule and substituted the more humane principle that such property is inviolable. Treaties have confirmed this principle. Most of the treaties of the United States with foreign powers provide not only for exemption from military service or contributions in lieu of such service, but also for exemption from forced loans or military exactions. Where the property of enemy individuals appears likely to be of service to the enemy in his military operations, e. g., ships in certain cases, arms and ammunition, it may be sequestrated to prevent its reaching him and be restored at the end of the war, and it is always subject to eminent domain on payment of compensation.

The status of ships in port at the outbreak of war has been covered in a measure by Convention VI of the second Hague Conference, by which the signatory states have agreed that it is desirable that they should be allowed to depart and to proceed, after being furnished with a pass, direct to their port of destination or any other port indicated. But a merchant ship which, owing to circumstances of force majeure, was unable to leave the enemy port within a given period, or which was not allowed to leave, cannot be confiscated. Such a vessel may only be detained without payment of compensation, but subject to the obligation of restoration after the war; or it may be requisitioned by the government under payment of compensation. The Convention does not apply to merchant ships whose build shows that they are intended for conversion into warships. While the United States has not ratified this Convention, it is hardly conceivable that they would ever arbitrarily confiscate enemy private property on land or in port.

A different rule prevails with respect to private enemy property at sea. Such property, whether ship or cargo, with the exception of non-contraband cargo protected by a neutral flag, is subject to capture; whereas the property of neutrals, ship or cargo, is exempt from capture unless contraband. The first of these general rules making enemy property confiscable has resisted the vigorous agitation of several countries, led by the United States, to secure immunity for non-combatant private property of enemies at sea, and several states have by separate treaties agreed to abide by the rule of immunity, for example, the Treaty of 1871 between the United States and Italy. This principle, indeed, has been a traditional policy with the United States from our earliest days, and it will be recalled that the United States declined in 1856 to sign the Declaration of Paris (which abolished privateering) because it did not include the immunity of private property at sea. It is unfortunate that Great Britain has found it heretofore expedient to resist the establishment in international law of this beneficent rule, which would render peaceful commerce at sea in time of war, except for contraband, and perhaps the right of blockade, as immune from capture as is private property on land, and would ipso facto largely eliminate the occasion for submarines as commerce destroyers.

Whether the combined agitation of neutrals can effect this desirable reform is a question for the future.

Another Cigar Factory for St. Paul

Another cigar factory is to be added to the list in St. Paul, Minn., announces Harry Kerns, who states that he has leased a floor of the building adjoining the New York Life Building in Minnesota Street. He says he will begin operations immediately. Mr. Kerns was formerly connected with the Coraza Cigar Company in Milwaukee, Wis.

L. H. Rosenberg, a cigar manufacturer of Anaconda, Mont., has recently sold his cigar factory to Fulmerton & O'Mara, of Wallace, Ida. Mr. Rosenberg will make an extended visit to Southern California and will probably locate there.

Cigar Ashes Valuable Says English Professor

"The war is teaching the nations of the earth how much they have been throwing away. Germany was supplying the world with potash, and as the supply has been cut off there, France, England and the United States have been put to it to supply the great need of this important product," says the New York "Herald."

The latest discovery of a large source of potash, which has been overlooked, was made by Professor B. A. Burrell, of London, who shows that England is throwing away tons of potash in a very usable form. He has made a special study of the ashes derived from burning tobacco, in pipe, cigar and cigarette, and he has proved that 30 per cent. of the tobacco is preserved as ashes, and that from these ashes may be extracted 20 per cent. of potash and 5 to 6 per cent. of anhydrous phosphorus.

He found that a cigar weighing two ounces left more than one-half ounce of ash, which yielded 1 per cent. of potash. Twenty cigarettes weighing a little more than one ounce yielded one-third of an ounce of ash and one-twentieth of an ounce of potash, and a pipe stuffed with tobacco gave a similar percentage of ash and potash.

He claims that it would be well worth while to collect tobacco-ashes, especially where much smoking is done, as in the clubs and hotels and restaurants. On one day Professor Burrell collected nearly three ounces in a hotel lobby, over three ounces in a restaurant and nearly fourteen ounces from a theatre where smoking was permitted. He figured that as England smokes 45,241 tons of tobacco a year, they would get 13,573 tons of ashes, and 2715 tons of potash by saving the ashes.

In the United States the consumption of tobacco is far greater. We produce more than a billion pounds, we import over forty-five million pounds from Cuba and Porto Rico, besides imported cigars costing more than $4,000,000 a year. We export over 300,000,000 pounds, and $6,000,000 worth of manufactured tobacco and cigars, but our consumption is more than seven hundred million pounds a year.

This would yield over 220,000,000 pounds of ashes from which we would secure more than 44,000,000 pounds of potash and some 10,000,000 pounds of anhydrous phosphorus. The value of both of these products has increased so enormously since the war began that it is easy to see how we are flicking away something like $50,000,000, which could easily be saved by gathering the ashes from all the ash-receivers and selling them to the chemists who are equipped to extract the potash and phosphorus.

Are Cigarettes Cheaper?

We heard a man remark the other day that he presumed the growth in cigarette smoking was due to the fact that it allowed indulgence in tobacco at a cheaper cost. A man bought a package of ten cigarettes, he said, for ten, twelve, fifteen or twenty cents and had ten separate smokes. If he bought cigars he could only get two or three smokes at the same cost. Is there anything in this? We doubt it, although there may be people who are fooling themselves in this way. We believe, however, that, take smokers man for man, whether they favor cigarettes or cigars, they spend about as much for one—day in and day out—as they would for the other. It is doubtless true that if you watched a given number of smokers for a given number of hours you would get the impression that the man who used cigarettes was smoking most. But does he consume more tobacco? Does he burn up more money?—"United Shield."

The Fox Brothers Cigar Company, of Napoleon, O., is planning to remove its factory to Defiance, O., if it can get a suitable location.

Value of Tobacco Products Exported in December Increases

The foreign trade of the United States in leaf tobacco and its manufactured products at the close of 1916 was on a good scale, notwithstanding the restrictions placed upon sea commerce by the European war. Shipments of leaf tobacco out of the country during December were somewhat smaller than the corresponding month of the previous year, but manufactured tobacco of every description made notable gains. The record for the entire calendar year 1916 shows how satisfactory the export trade of the country was, increases being shown in every branch of the industry as compared with the year 1915.

The total volume of leaf tobacco exported from the United States during December, 1916, was 21,290,279 pounds, a decrease of 11,507,959 pounds, or 35 per cent. as contrasted with the closing month of 1915. Stems and trimmings were shipped abroad during December, 1916, in the quantity of 191,355, an increase of 479 pounds, or a fraction of one per cent. Of the manufactured products there were exported 124,000 cigars, an increase of 16,000, or 15 per cent.; 583,847,000 cigarettes, an increase of 351,173,000, or 105 per cent.; 533,349 pounds of plug tobacco, a gain of 324,223 pounds, or 155 per cent.; and 166,527 pounds of smoking tobacco, an increase of 55,257 pounds, or 49 per cent.

The record for the entire calendar year 1916 reveals the following comparisons in contrast with the preceding year: Unmanufactured leaf tobacco increased 49,091,236 pounds, or 11 per cent.; stems and trimmings increased 1,190,972 pounds, or 22 per cent.; cigars increased 190,000, 12 per cent.; cigarettes increased 2,182,486,000, or 105 per cent.; plug tobacco increased 321,329 pounds, or 7 per cent.; smoking tobacco increased 220,566 pounds, or 11 per cent.

The total value of all tobacco and its manufactured products exported from the United States during December, 1916, was $4,677,429, an increase over the corresponding month of 1915 of $365,566, or 9 per cent. The total value for the entire calendar year 1916 was $73,485,296, an increase of $14,854,914, or 26 per cent.

Lancaster Growers Interested in Auction Plan

Lancaster County tobacco growers are interested in a proposition to sell their coming crop at auction, as is done in Kentucky. There are about 6000 growers here. The packers do not believe the majority of these would abandon the method of selling which has prevailed ever since 1850, when tobacco became a factor in Lancaster County farming. By the present method entire districts are swept clean by the buyers of big leaf and cigar firms, with scarcely any inspection of the crops, taking up good and bad as they go along. Under the auction system every grower's crop would be sold on its individual merit, and not under a uniform price, as at present.

Heavy deliveries of the new crop, that of 1916, were made during last week, the farmers losing no time in stripping and getting the tobacco off their hands, in order to be in readiness for spring work on the farm.

The holders of old tobacco can have about any price they ask, so nearly depleted of such goods is the market here. The 1915 product sells readily at thirty cents a pound and the 1909 goods touched high-water mark a few days ago, when a packing sold for twenty-one and a half cents a pound. Other recent sales were at twenty cents, and this is the tobacco that only eighteen months ago went begging at five, six and seven cents a pound. It lost large sums for some of the original packers, and during the last year has made fortunes for those who bought when prices began advancing.

A BUSINESS MAN'S PRAYER

Teach me that sixty minutes make one hour, sixteen ounces one pound, and one hundred cents one dollar. Help me to live so that I can lie down at night with a clear conscience, without a gun under my pillow, and unhaunted by the faces of those to whom I have brought pain.

Grant that I may earn my meal ticket on the square, and that, in earning it, I may not stick the gaff in where it does not belong.

Deafen me to the jingle of tainted money and the rustle of unholy skirts. Blind me to the faults of the other fellows, but reveal to me mine own.

Guide me so that each night when I look across the dinner at my wife, who has been a blessing to me, I shall have nothing to conceal. Keep me young enough to laugh with my children.

And when come the smell of flowers, and the tread of soft steps, and the crunching of wheels out in front, make the ceremony short and the epitaph simple—HERE LIES A MAN.

A Harmless Homily

The value of time. Lost capital may be restored by diligent use of experience; time lost is lost forever.

The success of perseverance. "Keeping everlastingly at it" always brings the hoped for results.

The pleasure of working. The only really unhappy, rich or poor, are the idle.

The dignity of simplicity. When the "frills" are off the man is "on."

The worth of character. In the last analysis the only real value is a clear conscience.

The power of kindness. It wins when all coercive measures fail.

The influence of example. Practice does more than precept, in showing the way.

The obligation of duty. Your concern should not be so much what you get, as what you do for what you get.

The wisdom of economy. The man who saves makes more than he saves.

The virtue of patience. "All things come to him who waits."

The employment of talent. Talent is the only capital which compounds itself by exercise.

The joy of originating. The happiest man is he who does the best thing first.—"Merchants' Journal."

Maxims for Cigar Store Men

Please one customer and you make more.

A sour salesman may curdle a whole business.

Don't watch a dime so long that dollars roll by you.

A customer in the store is worth two on the street.

Trade, when it begins to leave, never rushes like an avalanche, but dribbles away, grain of sand by grain of sand.—Exchange.

Delaware Anti-Cigarette Bill Killed in Senate

By a vote of 13 to 3 the Senate of the Delaware State Legislature killed the House bill introduced to prohibit the sale and manufacture of cigarettes and cigarette papers in the State. Senator Gormley, who opposed the bill, stated that it was a discriminatory measure, and that he thought it absurd to litter up the statute books with such legislation.

Connecticut Growers to Stick to Tobacco

A canvass of the larger tobacco growers of Suffield, Windsor, South Windsor, Enfield, Manchaster, East Hartford, Simsbury, Bloomfield, Tariffville, Glastonbury and Granby, all of which are distinctly tobacco-growing towns, reveals that the tobacco acreage which will be planted for the coming season will be somewhat larger than last year and may even amount to a normal increase. This finding comes as a surprise to some of the trade, particularly in view of the very alluring prices which farmers throughout New England are getting for other soil products than tobacco and some of which products have made fortunes for agriculturists within the past year. It was believed by many that the scarcity and high cost of labor for the tobacco plantations, together with the very high prices charged for fertilizers, which have to be used in large quantities and the cost of some of which have become absolutely prohibitive, would influence some of the tobacco growers this year to turn their attention to the growing of other crops, such as potatoes, onions, beans, or cabbages. Another hardship for the tobacco grower who has cultivated the shade-grown product is the higher price of cotton cloth, used to screen the plantations. This increase has been about 30 per cent. within a comparatively short time, and when scores of acres are entirely covered, as in some instances, the aggregate increase in expense is considerable—in fact, sufficiently great to compel the smaller growers to keep to old-fashioned methods.

Probably the biggest bugbear to the Connecticut tobacco industry is the problem of help. Labor which two years ago could be obtained in abundance for $2 a day, now charges $3, and is scarce and inferior at that. It is this higher cost which resulted in some of the larger growers uniting last year and importing from the Southern States such colored help as was needed, and such as was secured in considerable numbers from the colleges where colored students attend. This process worked out well last year, and will again be resorted to this year. Engagements of colored help have already been made in behalf of the growers by a representative, John Luddy, of the Connecticut Tobacco Leaf Association, who has just returned from a trip to Virginia and Georgia, and contracted for enough help, he states, to assure the growers against shortage during the coming season. Some of this help will arrive in May, for the planting season, others in June, and still more in July for harvesting.

The fertilizer problem has been solved to a considerable extent by the finding of substitutes for muriate of potash.

Cigarette Paper Shortage in England

Cigarette paper has been in short supply in England ever since the war began. It is an old tale, of course, that the French producers were very soon hard put to it to send across the full supply that was needed, that the Austrian supply was at once cut off, and that British efforts to manufacture the paper were slow in coming. The paper restriction, even prior to Mr. Lloyd George's recent speech, was rendered less important than it would have otherwise been because of the existing difficulties of factory work. Now the restrictions have been further tightened and supplies of paper are reported very short. Instances have occurred of manufacturers, whom one would have supposed as still holding adequate stocks for current need, seeking urgent fresh supplies. The situation for the cigarette trade is very awkward. Unless a better supply comes along it looks as if pipe smoking on a scale not now in vogue will become fashionable—in and out of the trenches. And the pipes will have to be clay, because of the scarcity of briar.—"Tobacco" (London).

Report of Liggett & Myers Tobacco Company

The Liggett & Myers Tobacco Company's statement of earnings for the year ended December 31, 1916, compares as follows:

	1916	1915	1914	1913
Net profit	†$8,416,814	$8,633,449	$7,231,161	$8,308,666
Deduction	‡33,248	.....	.....	.....
Balance..	$8,383,566	$8,633,449	$7,231,161	$8,308,666
Int chg etc	1,794,511	1,833,173	1,839,987	1,848,936
Pfd. divs.	1,076,866	1,076,866	1,076,866	1,076,866
Balance..	*$5,512,189	$5,723,410	$4,314,308	$5,382,865
Com. divs..	3,439,424	3,439,424	3,439,424	3,439,424
Surplus .	$2,072,765	$2,283,986	$874,884	$1,943,441
Prev. surp.	10,905,362	8,621,376	7,746,491	5,803,050
P & L Sur,	$12,978,127	$10,905,362	$8,621,376	$7,746,491

*Equal to 25.64 per cent. on $21,496,400 common stock, compared with 26.61 earned on same stock in 1915.

†Includes dividends from subsidiary companies.

‡Difference between purchase price and par of seven per cent. gold bonds purchased and cancelled during 1916.

At the annual meeting of the Liggett & Myers Tobacco Company retiring directors were re-elected.

The Liggett & Myers Tobacco Company's balance sheet, as of December 31, 1916, compares as follows:

Assets

	1916	1915	1914	1913
Realty, etc.*	$49,480,236	$46,710,997	$46,208,059	$41,226,676
Inventory...	31,826,586	27,119,306	25,749,422	27,649,441
Sub. co. stk.	52,705	1,739,395	1,738,195	4,238,195
Accts. & bills receivable	6,289,868	5,251,944	4,681,649	6,138,129
Cash	2,923,933	4,353,473	4,137,475	4,746,703
Total	$90,573,328	$85,175,115	$82,514,801	$83,999,145

Liabilities

Pfd. stock ..	$15,383,800	$15,383,800	$15,383,800	$15,383,800
Com. stock..	21,496,400	21,496,400	21,496,400	21,496,400
Bonds	29,967,800	30,084,000	30,204,000	30,325,300
Int. acd. ...	574,635	576,678	579,768	580,891
Dividends ..	269,216	269,217	269,217	269,217
Deprec. resv.	2,808,090	2,408,893	2,021,379	.....
Other resv...	†3,301,344	3,461,998	3,434,861	3,352,761
Accts. & bills payable ..	3,793,915	488,218	505,000	4,844,284
Surplus	12,978,127	10,905,362	8,621,376	7,746,491
Total	$90,573,328	$85,175,115	$82,514,801	$83,999,145

*Includes machinery, trade marks, good will, etc.

†For advertising, coupon redemption, etc.

Nathan Neveloff, a retired cigar manufacturer, died recently at his home, 1421 Madison Avenue, New York City. The deceased was born in Russia, and came to this country about thirty-five years ago. He was sixty-five years old.

Recent reports from the new factory of the American Cigar Company, at Owensboro, Ky., indicate that at least one hundred more hands can be used at once. Starting on December 4, 1916, with fifty women, the force already has reached one hundred and fifty hands.

John H. Duys, of H. Duys & Company, expects to leave town shortly for a pleasure jaunt in the South.

Problems of Small Town Merchants

(An address delivered before the convention of Michigan Retail Grocers and General Merchants' Association by E. W. Jones.)

PRACTICAL BUYING.—The first problem that confronted us when we entered business, whether we started in a new store, with a new stock, or bought out someone else, was the buying, and from that time until now and from now until we turn the key in the door for the last time, buying will be one of the problems we must solve continuously.

Possibly when you entered business you were acquainted with some of the commercial men, or, for various other reasons felt that you should give certain jobbers a share in your business. It may be some of the boys had assisted you in various ways and you were glad to have the opportunity of showing your appreciation. That was all well and good, and let me say right here, above all things, treat the salesmen courteously, whether they are specialty men or the regular boys, they are your friends. Treat them the same as you would like to be treated, providing you were earning your living in the same manner. I don't mean by this you should give every one an order, that is an opportunity but assure the boys whether you buy or not that the latch string is always out, for you know not how soon you might want to carry their line.

On the other hand, it is much better that you confine your buying to as few houses as possible, say three or four in the grocery line. You will profit greatly by doing it, for it will only be a short time until these wholesalers consider you as one of their regular customers, one that they can depend on and they in turn think of your interests and are able to assist you in scores of ways. Remember goods well bought are half sold.

You want to be successful, and upon your success depends greatly the success of the wholesalers.

Our next problem is reaching the public or advertising.—The problem that naturally follows the buying. We want people to know we are in business and also what lines we are carrying, but the perplexing thing to know is just how much we should expend for this work and in what way. Should it be in billboard posters, picture slides, newspaper advertising, wall racks, calendars, novelties, etc., or should we try them all?

That is the problem.

I believe that with a great many of us as retailers, advertising is our weak point, while with our competitors (the mail order houses) it is their strong point, in fact it is the one point by which they gain their business. Remove all of the catalogues and price lists from the homes and how long would the mail order houses stay in business? If it pays them to advertise, how much more will it pay the retailer who is in much closer touch with his trade? Remember advertising is as full of good points as a pin cushion and the merchant that doesn't advertise pays for his competitor's advertising with the business that passes his door.

I believe that the coming of the automobile is going to benefit the retailer greatly, especially in the rural districts, for the farmers are not going to spend their time hunting through the catalogue for goods, when they can enjoy a little pleasure ride and reach our stores in a few minutes.

Then be ready, keep a neat, clean, well-arranged store. One that people will enjoy entering to buy their pure food groceries. Then give them service, show them it is a pleasure to wait on them, always have a pleasant greeting for them and don't forget your hearty "Good morning," "Good night" and "Thank you."

For in the last analysis it is the consumer who is king, his whim makes and unmakes manufacturers, jobbers and retailers. Whoever wins his favor, wins the game and whoever loses it is lost.

Our employees or labor is naturally the third problem that confronts us. Some one has said "Your clerk is the most valuable asset in your business, he can bring you success or he can bring you failure."

How do you treat your clerks, simply consider them as fixtures, as part of the machinery of the store, or do you think of them as being human and being entitled to the same privileges that you are? But I hear some of you say, "I can't keep my clerks; they will only work a few days or a few weeks and are gone." My friends, there's a reason and ten chances to one the reason is yourself, you are going around the store with a grouch on, you are constantly nagging or criticising your clerks or else you want a clerk that is worth from $9 to $15 per week to work for $6 to $9. Go back with me for just a moment, you who were clerks before entering business, and analyze the men for whom you worked.

What were the characteristics of the men who helped you to realize that life was worth living, the men who took a personal interest in you, the men who made you feel that being a clerk was in itself grand and noble? How well I remember one spring when I had finished a few months' work with Smith, Bridgman & Company of Flint, and was going back to the farm to help father, that just before leaving, Mr. C. T. Bridgman, a member of the firm and also president of the Union Trust and Savings Bank, came to me in my department and gave me personally a recommend, at the same time expressing his regrets that I had to leave. Do you think that meant anything to me, as a lad just facing life? Ah, it will ever remain as one of my treasures. What are you doing to help your clerks?

Pertinent Paragraphs

Dr. J. S. Evans, head of the University of Wisconsin medical clinic, tells the students that only in a few instances is the use of tobacco injurious to health, though he condemns it as a useless and expensive habit. Regarding the latter part of the statement we might say the same of the "movies," baseball, soda water, silk socks (and silk stockings), and owning an automobile. However, as long as our personal pleasures do not infringe on the rights of others we like to think that at least the Almighty will judge us generously.

Getting After Business

To get after business in a businesslike way, says an exchange, will do much to make a satisfactory balance at the end of the season. Many men believe in advertising but don't see the weakness of the way they plan their publicity. It is not an easy matter to get business value into an announcement. It requires the most careful attention to every detail. No point is so slight as to permit carelessness in the handling of it. No error is so trifling as to be overlooked by those who are after business. If it is necessary to continue business it is just as necessary to continue advertising, and to be careful that every bit of advertising be well done in order that its value may be felt in the business. To neglect a point is to invite loss. To be careless of any particular is to take chances for failure. The business man should be careful that the improvement is made, that an effort is constantly put forth to bring the announcement to perfection, in order that every possible cent may be coming back to the till.

LOUIS NEWBURGH DEAD

Was Pioneer Ohio Leaf Packer—Earned Reputation as Expert Authority

LOUIS NEWBURGH, pioneer leaf tobacco packer of Cincinnati, O., died on the 11th, after an illness that began on the 8th. He was in his seventy-fifth year.

As president of the Louis Newburgh Company, with offices in Cincinnati and warehouses in Hamilton, he occupied for more than half a century a place of authority among tobacco dealers of America, frequently appearing as an expert witness before Congressional Tariff Committees engaged in revision of schedules. For a number of years he was vice-president of the National Association of Leaf Tobacco Packers.

Mr. Newburgh was born in New York and passed his youth there, going to Cincinnati in 1860 and immediately starting in the business of packing tobacco. He was one of the first to encourage cultivation of Zimmer Spanish tobacco in Ohio, and in other ways was influential in putting the tobacco industry on its present basis.

He bore for many years a reputation for ability to distinguish practically all varieties of tobacco one from another with hardly more than a glance.

Several years ago the golden anniversary of his wedding to Miss Sarah Aloe, formerly of St. Louis, was celebrated. Mrs. Newburgh died shortly afterward. Those now surviving him are one son, S. Major Newburgh, four daughters and five grandchildren. The daughters are Miss Madeline Newburgh and Mrs. Alex Pappenheimer, Cincinnati, and Mrs. Dr. Leo Greenbaum and Mrs. Dr. Asher Buxbaum, New York.

Funeral services were held at the residence, Upland Place, Walnut Hills. The Masonic burial service was held, conducted by Rabbi Louis Grossman.

Tobacco Industry Prospering

Cigarette sales in this country in January amounted to 2,416,762,000 cigarettes, as compared with 1,657,145,000 for the same month a year ago. This is an increase of about 50 per cent. and represents the largest gain by months in the history of the tobacco business in this country. Continuance of this rate of gain over the full year would bring cigarette sales up to over 37,000,000,000 this year. Output last year was approximately 25,250,000,000. Total cigarette sales ten years ago were about 3,000,000,000 a year.

Sales of chewing and smoking tobacco in January gained 16 2-3 per cent. over January, 1915.

For the seven months of the fiscal year ended January 31 last, Government receipts from tobacco manufacturers in internal revenue taxes, and not including special taxes, amounted to $58,489,234. This is an increase over the corresponding period in the previous year of approximately $8,000,000.

Kansas Anti-Cigarette Bill Passes Senate

Kansas State Senate has passed the house anti-cigarette bill with an amendment which prohibits the sale, barter, or use of cigarettes by anyone within the State. Friends of the measure declare that the Senate's action will make the bill unconstitutional and are making an attempt to have the amendment removed when the measure is taken up again in the house. As passed by the house the bill prohibited the sale, barter or giving away of tobacco or cigarettes in any form to minors.

Tampa

Busy Factories Presage Big Year for Tampa—Million a Day Output Continues Through February—Jorge Leon Expected Back at Factory This Week

Tampa, March 10, 1917.

WITH business moving along in a most satisfactory manner, Harry Moulsdale, representative of the Sanchez y Haya factory, is planning to leave town next week on a trip over his territory. Mr. Moulsdale has been in town for several weeks following a most successful trip in the North.

Fred Davis has returned from Key West and is planning to spend some time in Tampa.

W. W. Rosebro is having a busy time at the M. Bustillo & Company factory. Orders are coming along in fine shape and M. Bustillo is continually on the jump between the firm's two factories. Mr. Rosebro expects to start out soon again on a visit to the trade. He met with a hearty reception on his first trip over the territory this year.

The Tampa factories broke records again in February when the sales of cigar stamps for the month of February were equal to an average output of more than a million cigars each working day.

Angel L. Cuesta, Sr., has returned to Tampa from Cuba. He expressed himself as being well satisfied with the amount of raw leaf that he has been able to procure for the factories.

Celestino Corral, of Corral, Wodiska y Ca., has been on a trip to Havana looking over the leaf situation.

Jorge Leon, of San Martin y Leon, who has been in Cuba for several weeks, expects to return to Tampa in a few days. At the factory it is stated that orders for goods are showing a steady increase which is highly satisfactory.

Manual Garcia, of Perfecto Garcia & Brother, is in Havana on business.

Everyone here is well satisfied with the turn of affairs in Cuba, as the revolution would have had a serious effect on the cigar manufacturers had it been allowed to spread. So far as is known but few plantations were damaged and such as were belong mostly to factories in Havana.

M. B. Pendas, of Y. Pendas & Alvarez, has recently come down from New York to look after the shipments of "Websters," which are in high demand, in all parts of the country.

F. A. Torres, of Sanchez y Haya, has gone on a business trip to Havana where, of course, he will spend some time looking over the leaf situation.

Most of the factories here are feeling the impetus given to the cigar industry and every indication points to a most successful year, from the standpoint of output at least. Owing to the high costs of tobaccos profits will probably not be so great but as long as the factories are busy, all hands at their benches and orders coming in, there can be little complaint.

Perfecto.

R. B. Dawson

R. B. Dawson, a pioneer cigar dealer of Spokane, Wash., died recently in Seattle. In late years he spent most of his time in Alaska where he was president of the Crow Creek Mining Company. He was a native of Benton Harbor, Mich.

Spokane Tobacconists to Fight Bill to Aid Coupons

Spokane retail cigar dealers took steps at a meeting held recently to combat House Bills Nos. 245 and 325 now pending in the Washington Legislature at Olympia. The proposed laws would lower the heavy tax on dealers who give coupons with goods. Secretary B. C. Holt was instructed to write to dealers in the eastern part of the State urging them to communicate with their representatives in the Legislature.

If the proposed measures pass the tax would be so light, it is said, that the concerns that formerly used coupons would again take up the practice.

The Retail Dealers' Association in the western part of the State is carrying on an active fight at Olympia. Andrew Nelson, secretary of that association, has charge of the fight.

Brenner Brothers to Take Factory to Windsor

At a cost of $75,000, including the site, Brenner Brothers, cigar manufacturers, of London, Ont., will build a five-story factory at London Street West and Dougall Avenue, Windsor, Ont., according to a member of the firm, who was in Windsor recently.

Brenner Brothers have been established at London for some years. Their decision to locate at Windsor was made because cigarmakers are more plentiful in the Windsor district. The firm will draw on Detroit labor, and will employ more than 400 girls.

Plans for the factory, which is expected will be ready for business in the early summer, are being prepared by Architect McPhail, of Windsor.

Store Manner

Store manner is a very important matter, as on it a dealer's success or failure will very largely depend. It should never be forgotten that it is just as easy to attract and keep customers as to repel them, but the result to the dealer is a very different one. "Manners maketh the man" is a old axiom which it is well to remember, and a cheerful politeness is not merely a good business bringer, but an excellent tonic for the mental and physical health of the dealer. The grouchy man is the square peg in a round hole at the back of the counter. In any case he has no business to be bearish in his manner towards people who only come into contact with him for the purpose of buying some of the goods which he is desirous to sell, small blame to them if they make up their minds to patronize a more cheerful establishment where they will be attended to pleasantly and made to feel that their business is of some value to the store.

A Strong Factor in Advertising

After the copy is written, after the advertisement is printed and spread out before the public, then comes the test of its real worth. Will it sell the goods?

When you start your advertising campaign you will, of course, arm yourself with many of the qualities of the good soldier—courage, strategy, persistency and aggressiveness, but after all, you are not going out to stir up the fighting quality in other men. Every phrase, and expression in your advertisement that portrays the fighter creates a feeling of opposition and resentment in the breast of other men—your prospects. If you approach your customers and prospects as if they were a castle to be stormed you will find the spirit within armed and ready for defence.

Yet, I must again reiterate that you will need all the qualities of the good soldier—strength, courage, cheerfulness and self-control—to meet rebuffs and to rise above your competitor after each day's battle.

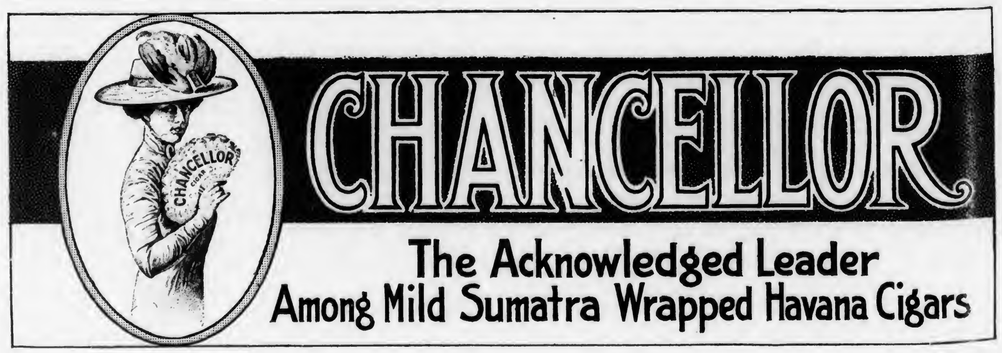
The retail quality which wins men is not Force, but Sympathy, and the advertiser who has the keenness and penetration not only to read character approximately, but also determine the mood and point of view of his trade, who is so completely master of his own moods as to be able to place himself easily and agreeably in sympathy with his public, is in a position to win out easily.

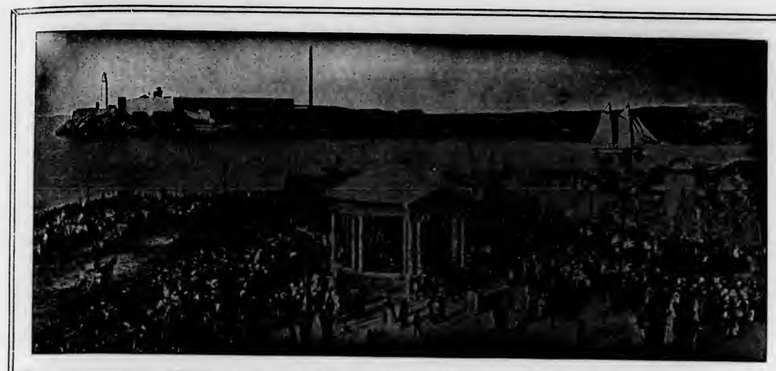
When you have the attention of your customer and made him understand that you are in sympathy with him, the talking points, arguments and suggestions that follow in your advertisement are colored by your mutual courtesy so that every word is a sympathetic appeal as well as a convincing point.

Then let aggressiveness play its part, too, but let it be courteous aggressiveness which goes with your customer, never goes against him. Put yourself in his place, and imagine how he looks at your proposition and the points which will most likely rightly appeal to and interest him.

Remember, also, that sympathy and courtesy are legal tender in every clime and irrespective of whether the words are written or spoken. Many a writer has walked straight into the liking and confidence of the prospective customer with the utterance of his opening paragraph merely by the use of a courteous, sympathetic phrase or paragraph. With these you can announce your purpose on even terms of dignity with any legitimate proposition.—G. H. Dirhold in "Brains."

E. J. Danneher, representing the Liggett & Myers Tobacco Company, St. Louis, Mo., is in the St. Thomas Hospital at Nashville, Tenn., following an operation. He is convalescing rapidly.





Havana, March 8, 1917.

BUSINESS during the past fortnight has slackened considerably, not owing so much to the absence of Northern buyers as to the restricted selection of stocks for sale in first hands, and for which the remaining holders are asking still higher figures. In all probability we shall experience a quieter market until the new crop shall reach town when we expect to see a revival of activity, at least if no unforeseen occurrences mar the present prospects. If we include in the stocks on hand those held by speculators there may be about 20,000 bales still for sale but they are not all suitable for the American manufacturers, as, for instance, the third capaduras of Remedios which are too short in the majority of cases to be strippable and will have to be sold to our cigarette manufacturers. The loose leaves of Remedios are likewise only used for export to Europe and by our cigarette manufacturers, but as there is no export business to Europe at present they will have to be sold here to the home trade. The latter is suffering to some extent from the rebellion of the liberal party in the eastern provinces of our Island, and which affects the cigarette business. If any of the American buyers should come here, they must be prepared to pay the asking figures of our leaf dealers or otherwise stay away from our market and try to get along as best they can.

Owing to the late rains all over the tobacco-growing districts the chances are that the Vuelta Abajo, Semi Vuelta and Partido crops may be larger in quantity this year than in 1916, although it is rather too early to say anything as regards the eventual quality. There have arrived already a couple of small lots of the new libre de pie styles from the Vuelta Abajo, which were consigned to our cigarette factories as samples of the coming crop, but as they are packed without having undergone any fermentation in the piles, they give no indication of what the quality will be. Remedios ought to be at least as large in quantity as last year, as rains have fallen in the Santa Clara province, but it is stated that a number of vegueros abandoned their farms when the revolution started, therefore it remains to be seen, how true these reports are in reality later on.

Sales during the past fortnight totaled 6,481 bales, and which divided represented: Vuelta Abajo and Semi Vuelta, 1,911; Partido, 115; and Remedios, 4,552 bales.

Buyers were: Americans, 5,071; shippers to the South American Republics, 301; and our local manufacturers of cigars and cigarettes, 1,109 bales.

Exports of leaf tobacco, from the port of Havana, for the last two weeks, ending with February 24, 1917, inclusive, totaled 15,835 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 14,113; to Canada, 1,388; to England, 23; to the Argentine Republic, 200; to Uruguay, 101, and to Chile, ten bales.

Receipts of Leaf Tobacco From the Country

For two weeks ending Feb. 22, 1917.		Since Jan. 1, 1917.	
Vuelta Abajo	839 bales	9,920	bales
Semi Vuelta	.... "	531	"
Remedios	1,649 "	18,975	"
Total	2,488 "	Total 25,426	"

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Max Rosenblum, president of the Edwin Cigar Company; Jose Villar, of Marcelino Perez & Company; Jose Benito, of Jose Benito; Ted Smith, of Hinsdale Smith & Company; Emilio Suarez, of Emilio Suarez, and S. Ruppin, of S. Ruppin, Incorporated.

From Chicago: Gustavo A. Mueller, of Gustavo A. Mueller.

From Albany, N. Y.: William Van Slyke, of Horton & Van Slyke.

From Philadelphia: Ventura Blanco, of Ventura Blanco.

From Tampa: Angel Cuesta, of Cuesta, Rey & Company; Manuel Garcia, of Perfecto Garcia & Brother; Celestino Corral, of Corral, Wodiska & Company, and F. Menendez, of M. Menendez.

Returned: Imogenes Foyo, of Gutierrez & Foyo, and Jose Arango, a nephew of Pancho Arango.

Departures—To New York: Joseph Mendelsohn, Jose Villar, Marcelino Perez, Vicente Planco, Allie Sylvester, Max Rosenblum, Morton Morris, Fred Davis, and Emilio Suarez.

To Chicago: Gustave A. Mueller.

To Detroit: Victor K. Ettlinger and Sam Goldberg.

To Tampa: Francisco R. Diaz, Pancho Arango, Angel L. Cuesta, Manuel Garcia, and F. Menendez.

Cigars

Business in our cigar factories can only be termed as fair, as the loss in our exports to Great Britain is severely felt by most of our cigar manufacturers. The increased demand from the United States has helped us somewhat, although not by far to the extent to offset the decrease to the United Kingdom. We understood that there will be a shipment again to France shortly, and the good demand from Spain is thankfully received, while the minor

countries barely hold their own. Although the outlook is not prepossessing, as in the eventuality of war between the United States and Germany, we would have to bear our share of the suffering in store for all the belligerent forces. If our own rebellion should not be suffocated soon, it will hurt the home trade, which already is handicapped by the disruption of communications with the eastern provinces.

Romeo y Julieta struck its balance for the fiscal year, ended with the 28th of February, and as we learned, its stock of Vuelta Abajo amounted to the large quantity of 7,950 bales, which comprised the 1913, 1914 and 1916 growths, as the factory had not purchased anything of the 1915 growth. Romeo y Julieta is still well supplied with orders for all the consuming countries of the world.

Don Pepin Rodriguez captured the championship, and a gold medal, in the late tournament of golf among the members of our Country Club. As there are some excellent players, the honor was the greater in being the conqueror of them all.

Partagas through its many connections in all countries of the globe, is always well supplied with orders from one country or the other, and therefore is working strong.

H. Upmann cannot complain just at present, as the calls for H. Upmann cigars never cease to arrive all the time.

Punch is doing as well as ever, working normally all the year round, as Punch is a favorite among many smokers, who never call for any other cigars but Punch.

Sol and Devesa de Murias have a good following among the discriminating classes of smokers of imported cigars, therefore never lack orders.

Por Larranaga, Hoyo de Monterrey, Ramon Allones, Belinda, Eden and El Ray del Mundo are fairly busy, but were handicapped by the strike of cigar-box makers, which, fortunately, has been settled now.

Leaf Tobacco

Joseph Mendelsohn, the president of the Manuel Suarez Company, left last week for New York, in order to take the Porto Rican steamer and spend a month in that island, as Mendelsohn, Bornemann & Company are packing heavily of Porto Rico leaf. After that time Don Jose expects to return here to get posted about our new Partido and Vuelta Abajo crop, when the packing season should open.

B. Wassermann, of the B. Wassermann Company, of New York, large cigar importers of Havana cigars, came here to spend a vacation and call upon his numerous friends.

Max Rosenblum, we learned, secured 1,500 bales of our leaf for the Edwin Cigar Company, of New York, while here.

Gustave A. Mueller, of Chicago, left for home again, without having bought anything, as the kinds of leaf he was looking for had been exhausted.

Louis H. Eisenlohr and H. Eimerbrink are expected to arrive here about the tenth instant, in order to register the reserved second capaduras for Otto Eisenlohr & Brothers, Incorporated.

Jose Arango, who arrived here by the steamer Alfonso XIII. from Spain, from a vacation spent at La Bouza, Austria, is going to leave for Tampa on the tenth instant, in order to be employed by Francisco Arango Y Ca. in their factory. He is a son of the late Jose Arango, who was the manager of the Havana-American Company, of Tampa.

The principal sellers were: Leon y Delegade & Company, 1,310 bales of Vuelta Abajo, Semi Vuelta, Partido and Remedios tobacco; Tomas Benitez y Leon, 1,316, of Semi Vuelta and Remedios; Jose F. Rocha, 1,269 of Vuelta Abajo and Remedios; Selgas & Company, 1,072 of Vuelta Abajo and Remedios; Manuel A. Suarez & Company, 975 of Vuelta Abajo and Remedios; Guiterrez & Foyo, 225 of Remedios, and Herrera, Calmet & Company, 150 bales of Remedios leaf.

The principal buyers were: Walter Sutter & Company, 2,238 bales of various kinds of leaf; Manuel Suarez Company, 1,852, including the 1,500 bales purchased for account of Max Rosenblum; Leslie Pantin, 764, for account of his customers, and Perfecto Garcia & Brother, of Tampa, 217 bales of Vuelta Abajo and Partido leaf.

Shippers of 200 bales of leaf tobacco and above during the last two weeks from the port of Havana, ending February 24, 1917, were:

Maximilian Stern, 3,194 bales; Cuban Land and Leaf Tobacco Company, 2,158 bales; I. Kaffenburgh & Sons, 1,464 bales; J. Bernheim & Son, 1,109 bales; Walter Sutter & Company, 1,087 bales; Leslie Pantin, 981 bales; Menendez & Company, 911 bales; Virgilio Suarez, 602 bales; Mark A. Pollack, 490 bales; Sobrinos de A. Gonzalez, 485 bales; Ernest Ellinger & Company, 452 bales; Hinsdale Smith & Company, 296 bales; Jose Suarez & Company, 278 bales; H. Upmann & Company, 267 bales; Hijos de Diego Montero, 201 bales; Jose C. Puenta & Company, 200 bales.

Oretaniv.

Growers Warned That Fabulous Prices Will Not Last

Regarding the quantity of tobacco to be planted by growers for the coming year, C. T. Roberts, the well-known tobacco man, is quoted in the Nashville "Banner" as saying that the fabulous prices of the past season will not continue but that good prices may be expected. Mr. Roberts goes on to say:

"The war prices that have prevailed the past season, prices that have been from 100 to 500 per cent. over the prices the previous year, should not be the basis to calculate on with safety, because the oldest dealers and buyers have not seen such prices before, in all their experiences, and it would be bad judgment to expect these fabulous prices to continue.

"Beyond doubt the main cause for these prices has been owing to the European demand, caused by Austro-Hungary, Germany, France, Italy and Belgium not being able to produce their usual annual requirements; and beyond doubt, if the war should cease now, the torn condition of these nations, and their depleted agricultural resources, would necessarily prevent the production in 1917 of any tangible quantity of tobacco.

"That all the markets of the United States are barren of any unsold stocks is a well-known fact to all the buying trade of the world; and I believe, to replenish the stocks of the markets of the United States, and at the same time supply the usual buying trade what they are accustomed to buy on the opening of these various markets, there is no danger in the farmers over-producing.

"The question of labor, is already making it difficult for farmers to secure their usual supply, and I do not believe this will admit of a very radical increase of the proposed planting again, all other farm products are relatively high, and, therefore, there is less incentive for farmers to 'switch back' to raising tobacco.

"Many tobacco raisers years ago quit entirely, converted their tobacco barns into stock barns, because the former prices did not yield them a satisfactory return for their labors, and in view of all these facts, I think that another year offers encouraging outlook, for those who desire to increase their crops, to do so, with good reasons to believe they will get good prices for their labor, which can hardly be expected to be on this year's valuations, but certainly not the low prices paid for many years past."

BUSINESS OPPORTUNITIES

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RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

For Sale.

HAVING DISCONTINUED the manufacturing business, I have a large stock of the latest style of molds on hand, which I will sell in any quantity at reasonable prices. Write for styles you want. John J. Eshelman, Mohnton, Pa.

Salesman Wanted.

CIGAR LABEL SALESMAN WANTED—By New York lithographer turning out high-class work only. One with some experience preferred. Apply with full particulars to Box 28, "The Tobacco World."

For Sale.

FOR SALE—Miller, DuBrul & Peters tobacco cutting machine; also 11,000 private cigar labels. Effenger M. Erb, Boyertown, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

"United" May Declare Extra Dividend on Common Stock

According to reports in financial circles directors of the United Cigar Stores Company, at the meeting next month, will probably authorize "something extra" for common stockholders. "Whether this will take the form of an increase in the regular cash rate to eight per cent., an extra cash, or an extra stock," says the Boston News Bureau, "has not been determined. But common stockholders, in May, will receive something more than their regular one and three-quarter per cent. by the program under consideration. The last common dividend was paid February 15, which would make the next disbursement May 15." The same financial journal goes on to say:

"The initial dividend at seven per cent. rate now in force was paid in August, 1915. From February, 1914, until August, 1915, the rate was six per cent. From a year previous to that, five per cent. was the rate, although an extra of one-half of one per cent. was paid in February, 1913. This was at time of the initial disbursement after formation of the United Cigar Stores Company of America.

"The United continues to put its excess profits back into the business. President Wise recently stated that additions to surplus of $673,842 were made in the year just closed. The company could have shown considerably more for the common, but for the expansion program now in full swing.

"Mr. Wise explains that in addition to the large number of stores opened in year recently closed, the United enrolled 195 sales agents operating stores. The agency program is expected to be one of the big factors in United expansion. It permits entrance into many of the smaller cities and towns where opening of a store would hardly be worth while. The profit from these smaller towns by the United is just so much 'extra' that never received consideration in the original plans when United Cigars Stores Company was formed.

"As was outlined above, dividend disbursements by the United since formation of the present company have steadily increased. After putting the major portion of profits back into the business and opening new stores the company will continue to increase its cash rate.

"The retail field is a big one, a fact well brought out in Mr. Wise's statement that 'our sales for 1916 represented only four per cent. of total sales at retail of the tobacco industry of the United States.'

Big Earnings for Liggett & Myers and Reynolds Co.

The annual report of the Liggett & Myers Tobacco Company for the year ended December 31, 1916, shows a balance available for current dividends of $5,512,189, equal to 25.64 per cent. on the $21,496,400 common stock, compared with 26.61 per cent. earned on the same stock in 1915. The profit and loss surplus now amounts to $12,978,127. The company declared an extra dividend of four per cent. on the common stock, payable April 2 to stock of record March 23.

The statement for the year ended December 31, 1916, compares as follows:

	1916.	1915.
Net profit	†$8,416,814	$8,633,449
Deduction	‡33,248	.....
Balance	$8,383,566	$8,633,449
Interest, charges, etc.	1,794,511	1,833,173
Preferred dividends	1,076,866	1,076,866
Balance	$5,512,189	$5,723,410
Common dividends	3,439,424	3,439,424
Surplus	$2,072,765	$2,283,986
Previous surplus	10,905,362	8,621,376
P. and L. surplus	$12,978,127	$10,905,362

†Includes dividends from subsidiary companies.

‡Difference between purchase price and par of seven per cent. gold bonds purchased and cancelled during 1916.

The R. J. Reynolds Tobacco Company reports for the year ended December 31, 1916, net earnings of $8,043,678, an increase of $3,313,690 over 1915. After deducting preferred dividends, the balance, $7,868,678, is equal to 78.69 per cent. on the $10,000,000 common stock, compared with 45.54 per cent. earned on same stock in 1915.

Toledo Chain Store Proprietors Split Profits

Stark & Hawkins, operating a chain of cigar stores in Toledo, recently "cut a melon," in the terms of Wall Street, with their employes. When their fiscal year ended in February they divided between $3,000 and $5,000 with their employes, their share of the profits over the 1915 business. Each man received from $150 to $500.

GUATEMALA'S TOBACCO TRADE

Guatemala City's Cigarette Factories Can Produce Half a Million Daily—Country Grows Good Leaf But Can't Cure It

GUATEMALA imported during 1915 prepared tobacco, cigars, and cigarettes of a total value of $10,398 and leaf tobacco of a total value of $2575. In the same period the Republic exported to the United States, Colombia, Honduras, and British Honduras tobacco of a total value of $18,954, of which $13,054 represented prepared or manufactured tobacco and $5900 leaf tobacco.

Much of the tobacco exported through the ports of Guatemala during this year was brought into the country from Honduras and re-exported, for the tobacco region in cultivation in Guatemala is not very extensive and the total production per annum has been unofficially estimated at not more than 2500 to 3000 quintals or 100 pounds each.

Of the 1915 importation of leaf tobacco $2205 worth came from the United States, and the remainder from Holland.

Of the total importation of prepared tobacco (including cigars and cigarettes) the United States supplied $4265; Cuba, $3262; Germany, $950; Mexico, $760; England, $827; Jamaica, $163; the remainder coming in small shipments from Holland, France, Japan, and China.

Cigarette papers of a total value of $29,666, or more than double the valuation of all kinds of tobacco, were imported in 1915. Of this total Spain supplied $26,311 worth; the United States, $1637; Germany, $1101; England, $318, and Denmark, $299.

Local dealers state that the bulk of the tobacco consumed in Guatemala is produced in Honduras, being imported across the frontier and through the ports of this Republic and forming the chief source of supply for the cigar and cigarette factories of Guatemala City and Quezaltenago.

Guatemala City has four factories for machine-made cigarettes with an aggregate capacity of 500,000 per day. The factory at Quezaltenango has a daily capacity of 20,000. In Guatemala City and elsewhere in the Republic all cigars are made by hand, Guatemala and Honduras tobacco being mainly used, with a Sumatra wrapper, which is obtained from the United States. At Quirigua there is a considerable production of hand-made cigars and cigarettes, Indian women and children doing the work. Native cigars and cigarettes are cheap in Guatemala, machine-made cigarettes selling wholesale as low as 25 cents United States gold for 300. Some of the Indian-made cigars sell as cheap as 500 for $1 United States gold. Others of better quality sell for one and two pesos (two and one-half and five cents United States gold) each.

Only very small quantities of essences or flavoring extracts are used in the local manufacture of cigars and cigarettes, a crude preparation made from low-grade molasses with orange and lemon peel flavor being chiefly employed.

The import duty on tobacco and all its products is high, and this makes the imported articles expensive. Most of the imported cigarettes sold in Guatemala come from the United States, though there are also importations from Cuba and Mexico. Cigarettes which sell in the United States for ten cents a pack are worth ten pesos, or twenty-five cents American currency, in Guatemala City. Higher-priced cigarettes in the United States are sold at proportionately higher prices here. Mexican cigarettes, however, are sold as low as five pesos, or twelve and one-half cents United States gold, per pack. Before the European war Guatemala imported a considerable quantity of cigars from Germany and Holland. Now, nearly all imported cigars come from the United States, Cuba, and Mexico. They are sold at three to twenty-five pesos (seven and one-half to sixty-two and one-half cents) each, according to quality.

Guatemalan tobacco has a fine bouquet, and it is stated by those who are informed in the matter that there are vast regions in Guatemala susceptible of profitable development in tobacco. At this time the tobacco-growing area of Guatemala lies in the vicinity of Zacapa, at Barberina and vicinity, and also at Chiqumulilla on the west coast. "Guatemalans know how to raise an excellent quality of tobacco," said a tobacco manufacturer of Guatemala City, "but they do not know how to cure it. In fact, their methods are crude and antiquated in the extreme. I believe that a splendid opportunity exists for experienced tobacco growers to develop the fine lands of Guatemala."

To Try Tractor in Connecticut Tobacco Fields

Leon Freeman, who cultivates a 100-acre tobacco farm at Suffield, Conn., has announced that he will try the experiment this year of plowing and harrowing with a large tractor which is expected to "work" about nine acres of land a day, doing the work of twelve horses. The tractor requires but one man to operate it, thus saving the services of ten or eleven men.

The cost of operating the tractor has been estimated at $2 a day. It turns three furrows at one time and harrows in the same operation. It travels about two and one-half miles on hour.

The problem of labor on the tobacco plantations of Connecticut has become very serious. Last year hundreds of colored men were brought from the colleges in the South to work in the tobacco fields in this vicinity, and labor bureaus have had representatives in the South to engage more such help for this year. These men, through their organization, demand $3 a day, thus making the cost of planting and harvesting very high.

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS SINCE 1854

The Right Man Can Be Found Through The Business Opportunities Page. Try it.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration (see Note A),	$5.00
Search (see Note B),	1.00
Transfer,	2.00
Duplicate Certificate,	2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

MEDIATOR:—40,102. For cigars, cheroots and stogies. January 30, 1917. Herman R. Rosenberg (Zamia Cigar Co.), Cleveland, Ohio.
JEAN BALENCOURT:—40,103. For all tobacco products. March 1, 1917. Morris C. Burrows, New York City.
WHITE FEZ:—40,104. For cigars. February 16, 1917. M. K. Russell, Dorchester, Mass.
MAX WILL:—40,105. For cigars. February 22, 1917. Heywood, Strasser & Voight Litho. Co., New York City.
HAPPY HEINE:—40,108. For cigars and cigarettes. January 1, 1917. F. M. Howell & Co., Elmira, N. Y.
OLD TRUSTY:—40,109. For cigars. January 25, 1917. Rohde & Co., Cincinnati, Ohio.
QUEEN OF COLUMBUS:—40,110. For all tobacco products. February 21, 1917. American Litho. Co., New York City.
B. K. A.:—40,111. For cigars, cigarettes and tobacco. February 26, 1917. Cuban Cigar Co., New Orleans, La.
CENTRILLA:—40,115. For all tobacco products. March 3, 1917. American Lithographic Company.
HOOSIER SWEET SMOKES:—40,116. For stogies only. February 10, 1917. Messrs. Edwards & Kildow, Alexandria, Ind.
EVOSMON:—40,117. For cigarettes. February 27, 1917. Geo. Psaros & Co., New York City.
CLIENTELE:—40,118. For all tobacco products. February 26, 1917. American Lithographic Co., New York City.
LA FLOR DE FOX:—40,119. For cigars. February 28, 1917. W. B. Fuchs Cigar Company, Chicago, Ill.
CHIEF LIGE:—40,120. For cigars. February 28, 1917. W. B. Fuchs Cigar Company, Chicago, Ill.
CIPOCA:—40,123. For all tobacco products. March 10, 1917. Cien Porciento Co., New York City.
BURSAR:—40,124. For all tobacco products. February 28, 1917. American Lithographic Co., New York City.

TRANSFERS

CINTRELLA:—21,076. (The Tobacco World.) For cigars, cigarettes and tobacco. Registered November 3, 1910, by Moehle Litho. Co., Brooklyn, N. Y., and was transferred February 28, 1917, to American Lithographic Co., New York City.
CENTRALIA:—30,148. (United States Tobacco Journal.) For cigars, cigarettes, cheroots and tobacco. Registered April 13, 1905, by Heywood, Strasser & Voight Litho. Co., who transferred March 1, 1917, to the American Lithographic Co., New York City.
LUCENA:—15,888. (Tobacco World.) For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered August 30, 1908, by Geo. Schlegel, and by various assignments was acquired on April 14, 1916, by Cien Porciento Co., New York City.
CENTROSA:—34,134. (United States Tobacco Journal.) Registered April 3, 1908, by American Lithograph Company, New York City, and by various assignments was acquired January 6, 1916, by Cien Porciento Company, of New York City.
PENDENNIS. (United Registration Bureau.) For cigarettes. Registered April 30, 1909, by American Exchange Cigar Co., New York City, and was transferred to John J. Bagley, Detroit, Mich., February 28, 1917.
LEGION OF HONOR. (Tobacco Record.) For cigars. Registered April 23, 1897, by S. Levy & Co., New York City, and by various transactions was acquired by Lee Roy Meyers Co., Savannah, Ga., February 6, 1917.
TARIFA. (Tobacco Record.) For cigars. Registered October 28, 1895, by Guedalia & Co., New York City, and by various transactions was acquired by Guedalia & Co., New York City, February 21, 1917.
CASTANOS. (Tobacco Record.) For cigars, cigarettes and tobacco. Registered February 26, 1892, by Guedalia & Co., New York City, and by various transactions was acquired by Guedalia & Co., New York City, February 21, 1917.
EL POSTILLION. (United Registration Bureau.) For cigars. Registered March 6, 1916, by Guedalia & Co., Inc., New York City, and by various transactions was acquired by Guedalia & Co., New York City, February 21, 1917.
TUXEDO CLUB. (United States Tobacco Journal.) For cigars. Registered November 14, 1889, by Kauffman Bros. & Bondy, New York City, and by various transactions was acquired by E. M. Schwarz & Co., New York City, July 27, 1916.
JOHN DREW. (United States Tobacco Journal.) For cigars and tobacco. Registered October 31, 1892, by L. & E. Kaufman, New York City, and by various transactions was acquired by E. M. Schwarz & Co., New York City, July 27, 1916.
BON VOYAGE. (Tobacco Record.) For cigars, cigarettes and tobacco. Registered December 22, 1899, by George Schelegel, New York City, and was transferred to Porto Rican-American Tobacco Co., New York City, March 2, 1917.

Twenty-five Years With One House

Faithful and continuous service with one firm, which promoted him gradually from a minor position, which he accepted when twenty-three years old, until he now holds one of the principal executive posts in the concern, is the record of Leonard A. Tannenholz, 220 Elmhurst Avenue, Highland Park, who this month celebrates the twenty-fifth anniversary of his association with C. J. Holton, wholesale cigar dealer, 80 John R. Street, Detroit, Mich. Mr. Tannenholz has worked in all departments of the store. He is now manager, in charge of the wholesale department.

Tobacco Warehouse Sued for Failure to File Report

Suit has been filed by the County Attorney against the Burley Tobacco Company, of Cynthiana, Ky., for failure to comply with the law requiring all tobacco companies to file a monthly report with the Commissioner of Agriculture before the fifth of the succeeding month. The Department of Agriculture has announced its determination to enforce strict compliance with the law.

Charles H. Sawyer

Charles H. Sawyer, who kept a tobacco store on Post-office Row, Worcester, Mass., for more than forty years, died recently as the result of being struck by a trolley car. His store was a popular gathering place and many a hot argument was held there. Mr. Sawyer is said to have been a man of excellent qualification and was held in high esteem by his scores of friends who greatly regret his loss.

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REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

25th STREET & 9th AVENUE, NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.

CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

PHILADELPHIA OFFICE
322 Chestnut Street

SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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INTENTIONAL SECOND EXPOSURE

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the who o Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

1117 Broadway
New York

J. Peterson
PRESIDENT

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World

236 Chestnut Street Philadelphia

Mr. Dealer—This Sign on Your Window —

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at **5¢** and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.
The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

The Topic of Today

To some it's The War,
To some it's The Approaching Base Ball Season
To some it's The Easter Fashions
To the man who knows it's that Good Clear Havana Cigar

ALL THE TIME IT'S HIS

Topic

THERE'S LOTS OF TOPIC FOR DISCUSSION
THERE'S ONLY ONE TOPIC TO SMOKE

BOBROW BROS., Philadelphia

THE TOBACCO WORLD

APRIL 1st
1917

Leading Features

Probability of War Leads Tobacco Trade to Anticipate Additional Taxes

Sumatra Syndicate Announces that First Leaf will Reach Country by June

The Cigarette and its Merits

The Effect of Smoking on the Human System

Cincinnati Invites T. M. A. to Hold Convention in Queen City

Interesting Advertising

The Paper Situation

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVII No. 7

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

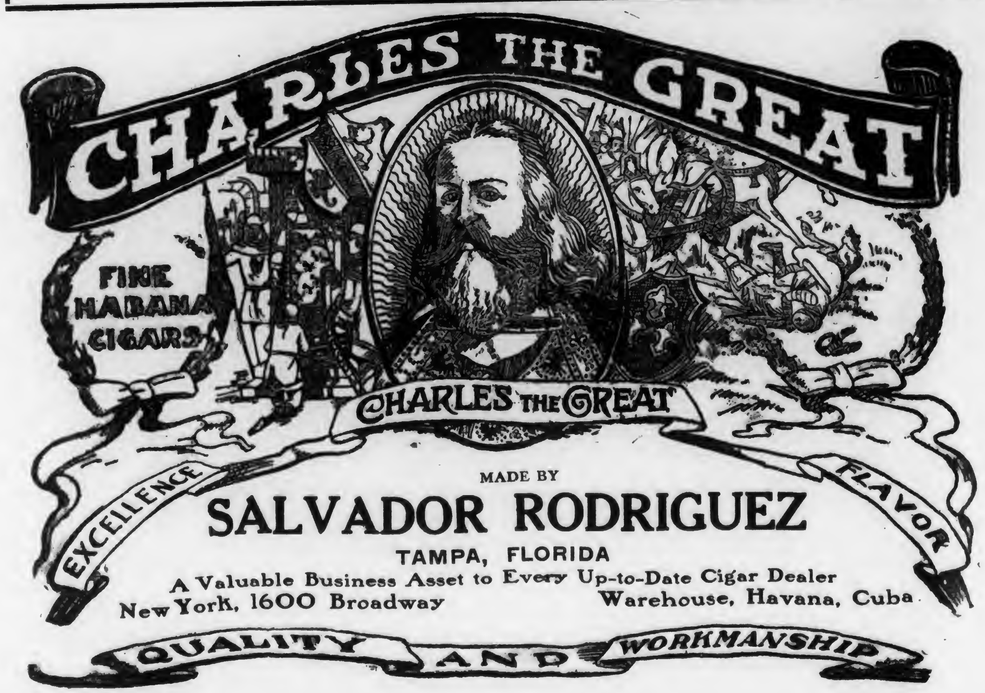
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

By Special Appointment To the Late King Edward VII

Philip Morris

The World's Oldest High-grade Turkish **Cigarettes** Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

La Flor de Portuondo

"EL GRANDE"

The Juan F. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

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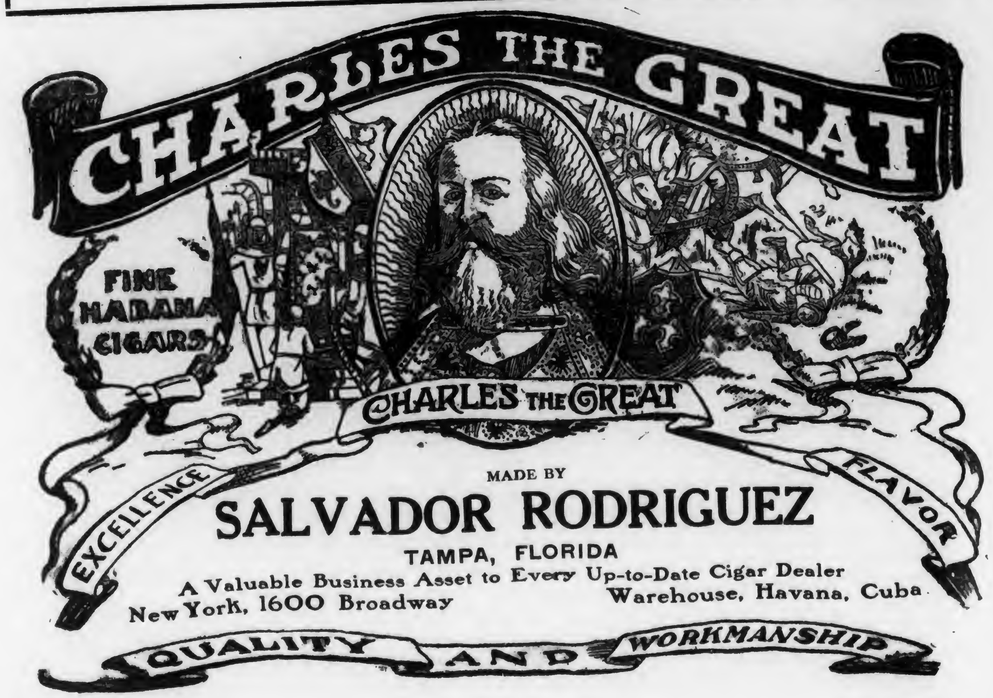

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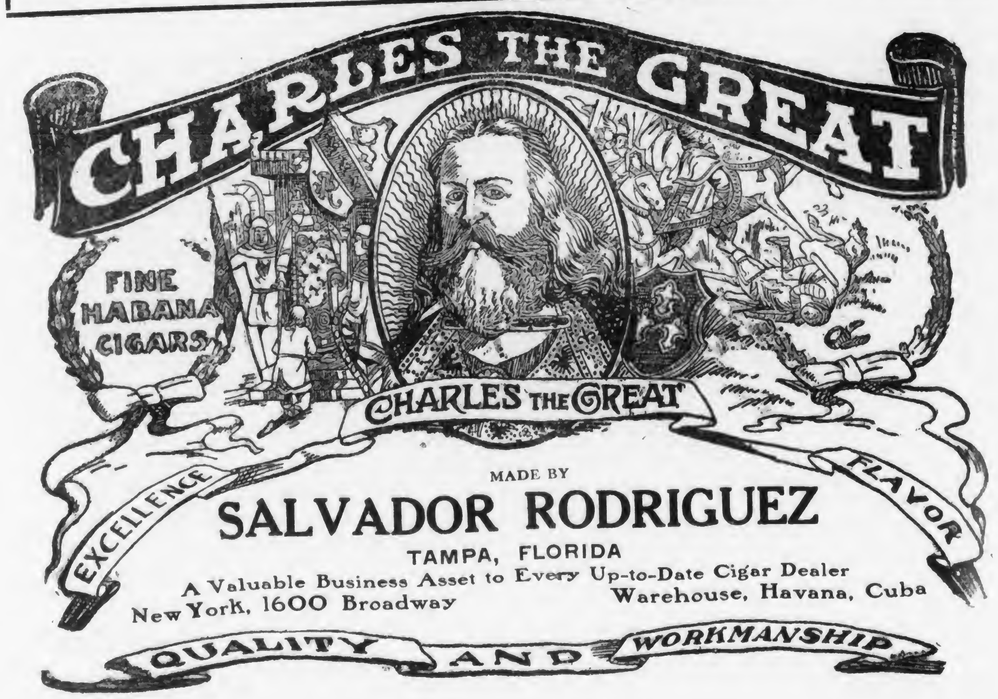

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The Deisel-Wemmer Company

LIMA, O.

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EISENLOHR'S

Cinco

CIGARS

reduce selling cost—because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS.,
INCORPORATED
PHILADELPHIA.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

SOL
HABANA

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

STAG TOBACCO

We are *proud* of STAG.

And your customers will *like* STAG.

Because STAG is the ripened product of "156 years' experience in making good tobacco!"

You lay a smooth, firm road to loyal patronage when you recommend STAG.

STAG *backs* you up!

EVER-LASTING-LY GOOD

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! **SAMPLES** Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

LIVE DISTRIBUTORS WANTED

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

1871 GATO 1871

Write for Open Territory
Factory: Key West, Fla.

New York Office; 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

LA FLOR DE R·A·BACHIA Y CA. TRADE MARK HABANA

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET NEW YORK	TAMPA FLORIDA	LEALTAD 129 HAVANA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR

FRIENDS, Mother Nature is a woman, so mere man might as well let her have the last word. Velvet is Nature's last word in tobacco. Let's put *that* in our pipes an' smoke it.

Velvet Joe.

Nature Has Done Her Best in VELVET—

Only Nature Could Have Done So Well

IF your taste is anything like that of most pipe smokers we know, you won't *want* a better tobacco than Velvet.

To get a better—someone must invent a better variety of pipe tobacco than Kentucky Burley. That hasn't been done. Someone must beat Nature at Nature's own method—mellowing this tobacco by two years' patient ageing in wooden hogsheads. That's not likely to happen.

Put Velvet to any test *you* think will prove its quality. And make the test *today*.

These Velvet advertisements are being read by fifty millions of people every week. Some of them will be your customers.

Liggett & Myers Tobacco Co.

LIPSCHUTZ'S

44

CIGARS

"44 Cigar Co." Philadelphia

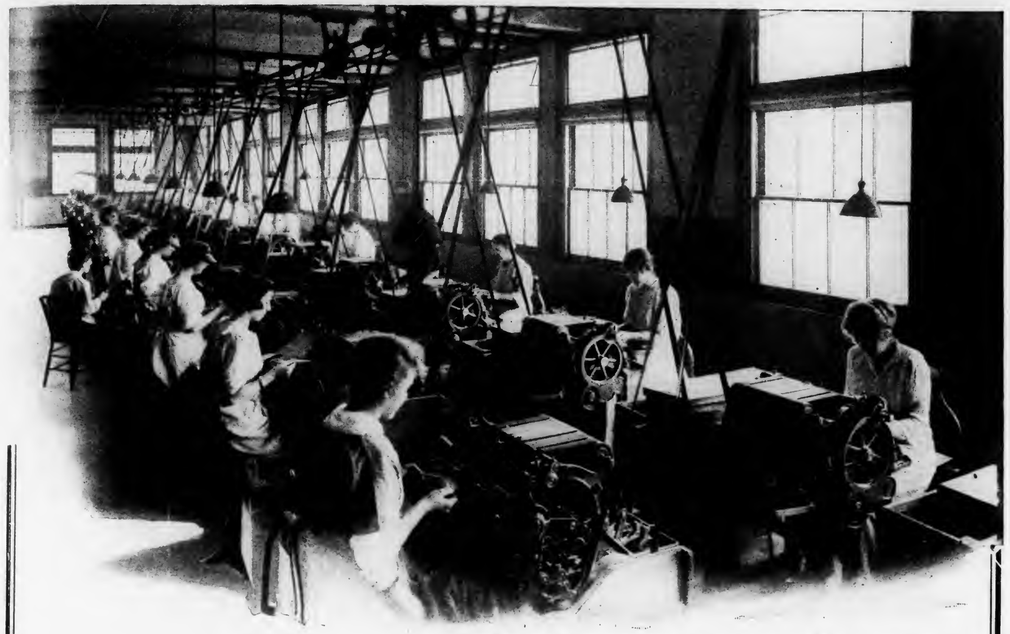
MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla



A section of the Tobacco Stripping Department of Waitt & Bond, Inc. (Cigar Factory) Boston, Mass., showing Universal Tobacco Stripping and Booking Machine in operation

Over 750 Cigar Manufacturers

Concede the value of the Universal Tobacco Machine

THE Universal Tobacco Stripping and Booking Machine is today doing perfect work and giving positive satisfaction in over 750 cigar factories.

From the big manufacturer owning and operating over 250 machines right down to the many small factories using only one machine, the Universal is a "proven out" Labor and Stock-Saver and Money-Maker.

It reduces costs, increases production, guarantees a more perfect product, lessens number of employees, saves factory space, insures satisfaction and contentment among Stripping Department employees.

It is dependability itself and available for service every working day of the year. The saving made in stripping costs is usually sufficient to pay for the machine within a very short time.

Let the Universal prove itself to you and for you. Try it in your own factory, under your own supervision and with your own tobacco.

Write for Demonstration Outfit or Catalogue and Prices

UNIVERSAL TOBACCO MACHINE COMPANY
79 FIFTH AVENUE, NEW YORK

Factory: 98-104 Murray Street, Newark, N. J.

Aroma makes a Cigarette

THE work our advertising does in the interests of the OMAR cigarette consists essentially of making your customers ask you for OMAR.

We must give them *the* reason for *OMAR*—in such a way that they will remember it and desire *OMAR*. That reason is AROMA.

So attractive to the smoker is its connection with OMAR, that dealers in all advertised territory are reporting its effectiveness in creating demand.

We might tell them merely that OMAR is a Turkish Blend—that it is the perfect Turkish Blend—but AROMA is far more effective.

We might tell of the excellent material and careful manufacture; but we prefer to tell them the result of those things, rather than the cause of it.

For the result is the important thing—to the smoker—in bringing men to you with "OMAR" at the tip of their tongues.

After they ask you for *OMAR*, the cigarette takes care of itself, of you and of us.

So successful has the plan and the cigarette been that many dealers are being asked for *AROMAS*.

AROMA, the quality so many manufacturers claim for their product, has become the property of *OMAR*.

It will continue as such—if work and the cigarette can accomplish it. And they can.

ERWIN & WASEY COMPANY

Advertising Agents

CHICAGO, ILL.

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

PUBLIC SALE

To Liquidate the Cigar Manufacturing Business of

BURDSALL & ADAMS

(Established 1874)

106 State St., MEDIA, PA.

TO BE SOLD

Tuesday, April 10, 1917, at 12 M.

In our Second Floor Salesroom

1519-21 Chestnut St., Philadelphia, Pa.

The sale includes the complete business as a going concern, name, goodwill, brands, leaf tobacco, finished stock, humidors, presses, stock and fixtures of store, book accounts, etc.

BRANDS MANUFACTURED

(Certificates of Registration have been issued to Burdsall & Adams)

Delicia, Phonograph, Media Club, BLANDURA, Creme de la Creme, Agrado, Malta

By order of Philadelphia Trust Co., Liquidating Agent
415 Chestnut St., Philadelphia, Pa.

Full particulars on application to the Liquidating Agent or

SAMUEL T. FREEMAN & COMPANY, Auctioneers
1519-21 Chestnut Street Philadelphia, Pa.

Because we have produced a genuine clear Havana cigar that pleases many smokers of high-class goods you will find one or more of the San Martin & Leon brands constantly in stock in many of the better class of cigar stores, cafes and clubs throughout the country.

"Flor de San Martin & Leon", "Hoyo de Cuba" and "El Briche" are brands made by us under Government supervision in a bonded factory. Into these cigars are put the finer qualities of Cuban leaf grown on our own plantations on the Island of Cuba.

You can profitably better your trade by stocking one or more of these brands.

San Martin & Leon
Tampa, Florida
Member Tobacco Merchants' Association

FRAT certainly did one thing, viz: raise the tobacco-value-giving limit sky-high.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL

S. Loewenthal & Sons

Importers of Havana and Packers of Leaf Tobacco

123 MAIDEN LANE, NEW YORK

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. | London, 8 Regent St., S. W. | Capetown, South Africa | Calcutta, 10 Government Place | Alexandria, Rue Cheriff Pacha | CAIRO, Head Office and Factory | Hamburg, 18-20 Grouse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, APRIL 1, 1917. No. 7.

TOBACCO TRADE MAY BE ASKED TO HELP GOVERNMENT RAISE WAR TAX

Mobilization of Troops and Other Expenditures Means Additional Money—Ways and Means Committee to Meet in Advance—Many Methods Under Consideration

Washington, D.C.

PRIOR to the meeting of the special session of the Sixty-fifth Congress the Ways and Means Committee of the Democratic members of the House have been holding forth to consider means of raising additional funds for the Government to meet the heavy expenses to which it has been subjected recently and to prepare for the still greater expenditures which may come as a result of a declaration of war.

One of the propositions is to make a bond issue, the funds from the sale of which are to be used to purchase French bonds. However, there is a rumor that this does not meet with the approval of the Democratic leaders, who will probably direct the destinies of the House.

There is no doubt that additional revenue will have to be raised. There is a precedent to be found in the emergency measures instituted at the beginning of the Spanish-American war. But conditions at present are abnormal and it is doubtful if the same proportion of increase will prove sufficient for the present situation.

No doubt tobacco and liquor will come in for their full share. At the time of the Spanish-American war the tax on large cigars was increased from $3 to $3.60 a thousand, on cigarettes from $1 to $1.50 a thousand, on manufactured snuff and tobacco it was raised from 6 cents a pound to 12 cents a pound.

There are many plans suggested and one that is likely to receive careful consideration is that of taxing excess profits and an additional corporation tax. Experts have been working on the various plans under consideration and as soon as the House is organized the question of raising additional revenue will be taken up.

Moreland.

To Reorganize Lovell-Buffington Tobacco Company

Stockholders of the Lovell-Buffington Tobacco Company met recently at the plant, 235 Scott Street, Covington, Ky., and arranged plans for reorganization. Another meeting will be held during the coming week, when officers of the reorganization will be elected.

Articles of incorporation were filed in the County Clerk's office by the reorganized company, which embodies a resolution for increase of its capital stock from $245,500 to $365,000. The incorporators are B. V. Best, H. J. James, Rawlins B. Best, John J. Unkenholt and Thomas H. Gray.

Cigar Manufacturers Raise Wages

Announcement has been made by Ibach & Rader, one of the leading cigar manufacturing firms in the Lebanon Valley, of an increase in wages of fifty cents per thousand on all hand-made cigars. Hereafter cigarmakers will receive $7 instead of $6.50 a thousand. The firm has large factories in Lebanon and Newmanstown.

TENTATIVE RULES DRAWN UP FOR SMOKING IN FACTORY BUILDINGS

Advisory Committee of Industrial Board Adopts Broader Regulations—Action Taken Following Application by Tobacco Merchants' Association

THE special Advisory Committee appointed by the Industrial Board upon the application of the Tobacco Merchants' Association for the promulgation of rules permitting smoking in factory buildings without endangering life and property has held its second meeting and after a whole day's session has adopted the following rules:

Rule 1. Smoking may be permitted in cigar and cigarette factories for sampling, testing or experimental purposes, provided the factory premises are fireproof or in which are installed automatic sprinklers; if such premises are not fireproof or automatic sprinklers are not installed therein, smoking, for the purposes as specified above, shall only be permitted in the offices, sample rooms or separate rooms set aside for that purpose; such offices, sample rooms or separate rooms shall have installed automatic sprinklers or at least two approved five extinguishers of not less than two and a half gallons capacity each, placed at easily accessible points remote from each other. Manufacturing shall not be carried on in the offices, sample rooms or separate rooms set apart for the purpose of smoking.

Rule 2. Smoking shall not be permitted in any factory in New York State, except upon application by an employer and after the issuance of a permit by the Industrial Commission.

Rule 3. Permits, except as otherwise prescribed in these rules, shall be issued by the Industrial Commission only where conditions are substantially as follows:

(1) In fireproof buildings where the contents of the building are noninflammable or incombustible.

(2) In any mill construction building where the contents of the building are incombustible.

(3) In frame factory buildings in separate rooms set apart for the purpose and constructed of fire-resisting materials; except that in no case shall smoking be permitted in any tenant factory which is not located in a fireproof sprinklered building.

Rule 4. Smoking may be permitted in offices situated in nonfireproof factory buildings, where such offices are separated from factory building by partitions and where at least two approved fire extinguishers, with a capacity of two gallons or more, are provided and installed remote from each other in a plase easily accessible.

Rule 5. Smoking shall not be permitted in any building or the premises connected therewith where explosives, as explained by subdivision 1 of section 230 of article 15a of the labor law, are manufactured or used in sufficient quantity to constitute a menace, or where explosives are stored in large quantities.

These rules will be submitted to the Industrial Board for their approval, which can only be done after a public hearing.

William Tegge and Louis Paselk, of Detroit, members of the firm of William Tegge & Company, have recently opened a branch cigar factory in Marysville, Ohio.

THE TOBACCO WORLD

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There seems little chance that the inane rider in section 39 of the Chamberlain Senate bill for universal military training will be retained when the measure comes up for final action in Congress.

Kill the Fool Rider

The universal condemnation expressed by the united press of the country at this ill-timed attempt to interfere with the personal comfort of the men who are to become our defenders will go far toward influencing both our Senators and Congressmen when this subject is reached, and we feel sure it will fall of its own weight.

The point is, however, that the enemies of the great tobacco industry are ever on the alert to cripple and menace its prosperity, and they show equal vigor in their efforts to pile taxation upon the industry whenever a possible opening occurs.

The trade should appreciate deeply the prompt action of the National Cigar Leaf Association in directly calling attention to this proposed pernicious legislation, as far as our industry is concerned, and we feel sure that their suggestions concerning telegrams of protest have been carried out.

The TOBACCO WORLD has clearly voiced its views on this subject to two United States Senators and been assured in both instances that this proviso of the bill would receive its quietus so far as they were concerned.

The Tobacco Merchants' Association has been carrying on a vigorous and intelligent campaign also against the proposed measure.

But, after all, it is up to the individual, merchant and manufacturer. Every member of the trade must consider himself as on special guard duty, and protest with utmost vehemence to his own representatives in Congress against any measure of whatever nature which infringes in the least on the good of the industry as a whole.

Eternal vigilance is necessary for self-preservation.

Events are taking place so rapidly that it is almost impossible to anticipate the conditions that we may face within forty-eight hours. We may or we may not be plunged into war. Doubtless Congress will declare that a state of war exists. There will probably be some internal disturbances, more trouble in Mexico and no one can predict how much more elsewhere on land and sea.

Something to Anticipate

Preparations for such a condition which necessitates the mobilization of troops, the speeding up of all equipment necessary to warfare, together with all the incidental expenses attached thereto, mean that additional money will have to be raised for Government purposes.

It is futile to hope or suppose that the tobacco industry will escape an additional tax if war is declared. It has always been one of the mainstays of the Government when it needed money, and it will not be overlooked at such a time. But in view of conditions in the tobacco industry it seems highly probable that the tax will have to be shifted, to some extent at least, to the consumer, despite the present high prices of tobacco products. The necessity for the odd-cent cigar will be plainly felt and it is safe to assume that the manufacturers, jobbers and dealers will agree that there can be little hope of avoiding it.

Up-State Cigarmakers Want Another Increase

According to reports from the Ninth Internal Revenue District of Pennsylvania, the cigarmakers of that section are planning to demand an increase of $1 a thousand about May 1. A year ago a demand was made for an increase of $2 a thousand. Compromises were effected by most of the manufacturers at $1 advance, although some increased only 50 cents. For the latter it will mean an increase of $1.50 a thousand.

If conditions remain as they are, it seems more than likely that the cigarmakers will win their point, as the big shortage of labor in all branches of industry will make it possible for the cigarmakers to easily get work elsewhere.

"Petrova" and "Battery Specials" are the names of new Manila brands that are being introduced in this market by Bowring & Company.

TOBACC MERCHANTS' ASSOCIATION OPPOSES CHAMBERLAIN AMEDMENT

Special Delivery Letters Sent to Every Congressman and Senator—Harmful Blow to Entire Tobacco Industry—Strong Opposition Asked

THE following letter has been sent by the Tobacco Merchants' Association, by special delivery, to every Congressman and every Senator:

"In amazing contrast with the policy followed by the belligerent nations in Europe of not only encouraging the use of tobacco by the men in the trenches, but of actually supplying them with tobacco as a part of their daily rations, an effort was made by the Senate Committee on Naval Affairs at the closing hours of the last Congress to deprive the American soldier and the American sailor of their accustomed smoke, as appears from the insertion of the words 'or tobacco' in section 39, S. 1695, and H. R. 20783 (last Congress), which would prohibit selling or having in possession tobacco

"'at any military or naval station, cantonment, camp, fort, post, officers' or enlisted men's club, navy yard or aboard ship, which is being used at the time for the purpose of training.'

"As under existing conditions all military and naval stations, as well as all ships, are likely to be used from time to time for training purposes, the proposed provision, if enacted into law, will practically operate as an absolute prohibition of the use of tobacco by the army and navy from the commanding officer down to the man in the ranks.

"We respectfully submit that the enactment of such law, besides inflicting a serious blow upon the entire tobacco industry, would indeed be most harmful to the morale of the military and naval service of this country.

"Actual experience of the existing war has demonstrated beyond doubt that tobacco is an absolute necessity to the men in the trenches. It is an essential comfort and acts as an effective stimulant to courage and valor. Under most trying ordeals the men in the field find in their smoke an invigorator that relieves their loneliness, steadies their nerves and brings them new courage and strength.

"And so the United States has always officially recognized tobacco as a necessity for the men in the service of both the army and navy.

"We feel confident that upon giving the matter the serious consideration it is entitled to you will agree with us that the enactment of such law would be indefensible; it would impose a great hardship upon the men who offer their lives in defense of our country; it would deprive them of the solace and comfort and companionship derived from the use of tobacco in the trying and distressing conditions that service in the army and navy sometimes brings. Surely such law would not encourage or help voluntary enlistment.

"We hope that no effort will be made again to secure such legislation, but should such attempt be made we beg of you to oppose it and do everything within your power to defeat such measure, because it would be an injustice to our soldiers and sailors, it would necessarily impair their efficiency and add much to their discomfort, and would likewise mean an unfair discrimination against the tobacco industry.

"Respectfully yours,

"Tobacco Merchants' Association of the United States.

"By Charles Dushkind,

"Secretary."

SUMATRA SYNDICATE EXPECTS TWO SHIPS TO SAIL SOON WITH LEAF

Manufacturers May Expect Relief in June—About Two Thousand Bales in First Shipment—May be Critical Times Ahead for Small Manufacturers Using Sumatra

REPORTS from many sources indicate that by September many of the smaller manufacturers who use Sumatra leaf for wrappers will have exhausted their stock and unless relief comes in the meantime they will be forced to close their factories or use a substitute wrapper.

However, indications are that this situation will not occur, as it has already been made public that the syndicate which purchased leaf on the Island of Sumatra itself expects two ships to sail with part of the leaf purchased early in April. These cargoes should certainly be available in the United States by June, if not sooner.

The syndicate which purchased the leaf has recently received its charter from Albany and is officially known as the Sumatra Tobacco Importation Company, with a capital stock of $100,000. The incorporators are John H. Duys, Abraham Bijur and Joseph Cullman, Jr. Mr. Duys has been elected president of the new corporation; Mr. Bijur, vice-president and secretary, and Joseph Cullman, Jr., treasurer.

The value of the tobacco to be imported by this corporation will be upwards of a million dollars. It will probably be the main source of supplies for cigar manufacturers in this country for the current year, unless of course the war should cease, which is highly improbable. There may be a shipment get through from Holland occasionally, but this is not to be depended upon.

According to rumors in the leaf market the new corporation has acquired additional bales of Sumatra beyond the fifty-three hundred secured in the original purchase. This probably means that for several months there will be frequent arrivals of Sumatra direct from the island itself.

Union Cigarmakers Plan Picketing in Minneapolis

Minneapolis union cigarmakers are considering a plan to picket all saloons and cafes in the city where nonunion cigars are sold, Arthur Letcher, secretary of the union, says. Permission has already been obtained by the cigarmakers from the Trades and Labor Assembly to carry banners in front of saloons selling nonunion cigars.

That the saloon men will fight any such attempt to boycott their places also was made known.

"If the union cigar men want to show how strong they are, they are taking the wrong tack if they attempt to carry banners in front of places selling nonunion products," said F. E. Zonne, manager of the Andrews Hotel and president of the Hotel and Restaurant Keepers' Association. "The thing for them to do is to refuse to buy such cigars and make their own popular. We are in the business to sell what persons want. If persons do not call for nonunion cigars we will not be able to handle them. If the people would not eat pork, we could not put it on the menus. The union men are a small proportion of the cigar-buying public, which is more impressed by the flavor of a cigar than by any label attached to it."

"The move is ridiculous," said J. H. Heiser, manager of the Schiek Cafe. "A great many of the finest brands of cigars that Minneapolis dealers have shipped from the East are without union labels on the boxes. They may be union made, but I doubt it. Many of the expensive Key West cigars are in the same status."

Advantages of Trade Acceptances

ACCEPTANCES, their advantages and the methods of dealing in them, are described in a booklet just issued by the Guaranty Trust Company, which says in part:

There are two kinds of acceptances—trade acceptances and bank acceptances.

In Great Britain and in the countries of Continental Europe practically every commercial transaction is financed by means of a time draft. If the buyer of the merchandise finds the draft in order, he writes across its face the word "accepted," signs his name and returns the draft to the seller, who, if he desires, can discount it in his bank. It then becomes a trade acceptance—a sound, circulating medium of finance that commands a low interest rate.

Acceptances broaden the buying field of the merchant. By means of a letter of credit from his bank to the effect that under certain conditions and up to a certain agreed figure it will accept all bills drawn for his account, he is able to make his purchases advantageously even in markets where he is unknown. His credit is thus enhanced.

In the United States the trade acceptance system is growing, but the purchase and sale of goods is still mostly on open account. Some buyers object to the trade acceptance because they consider it a promissory note, and certain sellers hesitate to urge the use of acceptances for fear of losing trade. The acceptance, however, enables the seller to handle his business at a smaller operating cost and therefore to sell at lower prices without decreasing his profits, an advantage which no buyer could fail to see.

The open account system, with its indefinite time of payment, is a business habit with many disadvantages. Its first defect is that it forces the seller to carry the financial burden of the buyer and that the open account ties up the seller's invested or borrowed capital for an indefinite period. The trade acceptance is everything that the open account is not. The trade acceptance does not lessen the advantage of the buyer. He obtains his credit for a definite instead of an indefinite time. It is of service to the seller, for he can take the acceptance to his bank and discount it at a lower rate than is accorded to any other commercial paper. The bank—not the seller—carries the credit, and all parties to the transaction are placed on an equitable basis.

As assets, open accounts are neither quick nor sure. They are generally slow and uncertain of realization. Even the best of them are seldom negotiable for more than fifty per cent. of their face value. In the form of eligible trade acceptances open accounts can be fully converted into cash at a better rate than is commanded by promissory notes. With the advent of the acceptance, the promissory note is becoming merely an auxiliary of business.

Another defect of the open account system is the ease with which payments can be put off. If it becomes necessary to sue in order to collect, the correctness of the book entries must first be proved. The buyer thereupon may raise objections and cause much delay. The trade acceptance is an acknowledgment of the receipt of the goods, and a proof of the validity of the debt.

The open account is costly. The expense involved in collecting slow accounts, in payment extensions, in the return of goods, in the abuse of sale terms, in trade discounts and in the assignment of accounts receivable—all characteristic of the open-account system—constitutes, in the aggregate, a heavy tax on business.

All these disadvantages are eliminated by the use of the trade acceptance. It gives stability to commercial credit and transforms deferred obligations into definite assets and liabilities.

In the countries abroad, where bills of exchange and acceptances have reached their highest development as credit instruments and circulating mediums, it has always been the rule that they shall be issued for commercial purposes or against actual business transactions.

In the United States a similar system is authorized by the Federal Reserve Act. A bill of exchange is defined by a regulation of the Federal Reserve Board as "an unconditional order in writing, addressed by one person to another, other than a banker, signed by the person giving it, requiring the person to whom it is addressed to pay in the United States, at a fixed or determinable future time, a sum certain in dollars to the order of a specified person."

The Federal Reserve Board goes on to define the trade acceptance as "a bill of exchange drawn by the seller on the purchaser of goods sold, and accepted by such purchaser."

"To be eligible for purchase," the regulation continues, "the bill must have arisen out of an actual commercial transaction, domestic or foreign; that is, it must be a bill which has been issued or drawn for agricultural, industrial or commercial purposes or the proceeds of which have been used or are to be used for the purpose of producing, carrying or marketing goods in one or more of the steps of the production, manufacture or distribution."

Finally, to be eligible, "the bill, which must have a maturity at time of purchase of not more than three months, exclusive of days of grace, must have been drawn under a credit opened for the purpose of conducting, or settling accounts resulting from a transaction or transactions involving:

"The shipment of goods between the United States and any foreign country or between the United States and any of its dependencies or insular possessions, or between foreign countries; or

"The shipment of goods within the United States, provided the bill at the time of its acceptance is accompanied by shipping documents; or

"The storage within the United States of readily marketable goods, provided the acceptor of the bill is secured by warehouse, terminal or similar receipt; or

"The storage within the United States of goods which have been actually sold, provided the acceptor of the bill is secured by the pledge of such goods."

The word "goods," as used by the Federal Reserve Board, is construed by it to include goods, wares, merchandise and all agricultural products, including live stock.

The regulations which govern American use of acceptances today are based on the latest amendment to the Federal Reserve Act. This amendment, passed September 7, 1916, has extended the use of acceptances into a new field—so far as the United States is concerned—that of purely domestic transactions. It has widened enormously the scope and usefulness of the acceptance as a credit instrument and a circulating medium in American trade.

A banker's acceptance is defined by a Federal Reserve regulation as "a bill of exchange of which the acceptor is a bank or trust company, or a firm, person, company or corporation engaged in the business of granting bankers' acceptance credits."

In other words, a bank acceptance consists of the extension of the bank's credit to a customer. In this operation the bank, for a consideration, permits the customer to use the bank's credit. This credit may be either secured or unsecured, depending entirely upon the business, character and financial responsibility of the applicant.

A bank acceptance may be created as follows:

Richard Brown, in New York, buys of John Doe, in Galveston, a quantity of merchandise. In order to reimburse John Doe in a convenient manner, Brown arranges with his bank in New York to accept, on presentation, the drafts of John Doe with documents attached. Doe thereupon, under the terms of the sale, draws on the bank, which accepts the drafts, taking possession of the documents. The draft drawn by Doe on the bank becomes a bank acceptance. Then ensues a credit operation between the bank and Richard Brown to determine what disposition is to be made of the documents and upon what terms the bank will surrender them. (It must be borne in mind that the bank is primarily liable upon its acceptance, and that the security for its acceptance is the merchandise, which is the basis for the transaction.) This adjustment is easily made. The bank having agreed to pay the draft when it is due, Brown undertakes to provide the bank with funds for that purpose prior to the maturity of the acceptance.

The foregoing case describes a documentary bill. Another form of acceptance is created when the customer draws his own draft directly on the bank, and the bank accepts it for payment at a future time. Such an acceptance would be called a commercial credit bill and might be secured by warehouse receipts or other collateral, or simply by the general credit of the customer.

When a Federal Reserve member bank accepts a draft or bill of exchange drawn against it, it enters into a contract substantially similar to that of the maker of a note, according to the opinion of counsel authorized for publication by the Federal Reserve Board in the December, 1916, "Federal Reserve Bulletin." The maker of a note assumes a similar obligation, so that while the form of the instrument differs, the legal effect is the same. The use of a bank's acceptance, however, differs from the use of its promissory note. When a bank accepts a draft or bill of exchange for one of its customers, it merely lends its credit responsibility to its customer in order that he may procure the funds elsewhere. The holder of a bank's acceptance has the same legal rights against the bank as the holder of a bank's promissory note or bill payable, but banks are not authorized to use their acceptance power for the purpose of borrowing money for their own use. They are specifically limited by the terms of the act to the acceptance of drafts or bills of exchange:

(a) Which grow out of transactions involving the importation or exportation of goods;

(b) Which grow out of transactions involving the domestic shipment of goods;

(c) Which are secured at the time of acceptance by a warehouse receipt or other document conveying or securing title covering readily marketable staples;

(d) Which are drawn upon it . . . by banks or bankers in foreign countries . . . for the purpose of furnishing dollar exchange, as required by the usages of trade in the respective countries.

The acceptance system offers certain distinct advantages, not only to merchants, but also to the banks through which they deal. Briefly, this is because the acceptance liquefies slow accounts—often termed "frozen credit." The specific advantages may be summarized as follows:

The use of acceptances makes it possible for trust companies and banks to finance legitimate business transactions of their customers properly and conveniently.

Banks having surplus money which cannot readily be employed at the time can invest it in prime acceptances, which can either be held until maturity or be sold in the open market should such action be necessary.

Mason, Ehrman & Company, wholesale grocers and cigar importers, of Portland, Ore., report that their present business is in excess of one year ago for the same period. They state that new orders are being received in larger quantities than ever before in the history of their firm.

Want War to Be Made on Tobacco

Some more anti-tobacco propaganda is to be found in a recent issue of the Louisville "Courier-Journal," which says as follows:

"Next in line for abolishment is the tobacco business. Simultaneously with the passage of Senator Bankhead's bill to prohibit newspapers from crossing state borders carrying advertisements of commodities not sold legally in those states there is introduced in the Oklahoma Legislature a bill to make giving away, selling or smoking a cigarette a punishable offense.

"There was a time when such laws were proposed by freaks in Legislatures and regarded as freak proposals. They had equal chances with bills to abolish the headache upon the morning after or prevent rains upon picnic days, but since Congress has begun seriously to consider such bills as the Bankhead and Randall measures no legislation aimed at the abolition of the rights of individuals can be looked upon as too fantastic to be passed.

"Liquor and tobacco are bracketed together by practically all advocates of prohibition. Many ardent prohibitionists use both liquor and tobacco, but recommend prohibition as a means of preventing other persons from indulging, intemperately perhaps, in drinking or smoking.

"There are other prohibitionists, more numerous, more logical, who are total abstainers and who believe that all persons should be compelled by law—by the abolition of constitutional guarantees, if need be—to abstain. They hold in equal abhorrence the tobacco user and the user of alcoholic beverages. Their hope is to tackle tobacco after downing rum. There is no reason why they should not legislate the tobacco factories and tobacco plantations of Kentucky and other states out of existence if they succeed in legislating the distilleries into the limbo of things that were.

"There is no reason why they should hesitate to destroy the tobacco business, along with the right to use tobacco, if they can destroy distilling and the right to drink a toddy. Indulgence in tobacco does not differ in kind so much as in degree from indulgence in whiskey. It sometimes is the case that the intemperate consumer of tobacco injures himself more than the intemperate consumer of alcoholic beverages, and kills himself sooner.

"The 'cigarette fiend,' as he is called popularly, and so called often by equally intemperate smokers of cigars or pipes, may be as much a slave to his vice, and as much a sufferer from it, mentally, morally, physically, as the tippler. If the one is to be made to abstain, why not the other? 'Why, indeed?' says the ardent prohibitionist. 'We shall attend to the smoker in due course.'"

Grand Rapids Cigar Firm Busy

The cigar manufacturing firm of Lubetsky Brothers & Kleiner, established May 1, 1907, in Grand Rapids, Mich., has experienced a growth enjoyed by but a few Grand Rapids manufacturing concerns. The firm began its business in one room, 20 by 100 feet. It now occupies the entire third and fourth floors and basement of the Rood Block, comprising over 26,000 square feet of floor space, where 175 workers are employed.

In the fall of 1916 a branch factory was established at Ludington. This factory now employs over 100 people. Despite these efforts to keep up with the demand, which extends to the Pacific Coast, Lubetsky Brothers & Kleiner are at the present time over 1,000,000 cigars oversold. One order for over 250,000 cigars has just been received.

The concern specializes on the "El Rajah," "B. L.," made ever since 1887; the "Odin" and the "L. B. & K."

Articles of incorporation have been filed by the Emery Cigar Company, of Battle Creek, Mich., with a capital stock of $25,000.

General Cigar Company Completes Legal Name Change

Within the past ten days notices of the voluntary dissolution of the Stratton & Storm Company and George L. Storm & Company were filed with the New York Secretary of State, both of which concerns have been practically dormant for several years, and with this completed the legal work in connection with the substitution of General Cigar Company, Incorporated, for that of the United Cigar Manufacturers' Company is finished.

Hereafter all operations of the parent concern, as well as of M. A. Gunst & Company, Incorporated, Theobald & Oppenheimer Company, Incorporated, and Bondy & Lederer Branch, will be conducted under the new corporate title, and this should do away with much confusion which has arisen in the past.

At the last meeting of the board of the General Cigar Company, Mr. Meyer, of the leaf house of Meyer & Mendelsohn, was elected a vice president of the company, and Paul Hirschorn and David G. Evans were elected to the Board of Directors. In future Mr. Evans will have full direction of all the publicity work of the company, as well as of the selling end.

E. A. Cohen, a recent recruit from M. A. Gunst & Company, San Francisco, is being groomed in New York to take care of the operation of retail stores.

Manila Commercial Company to Continue Londres Size

The Manila Commercial Company has sent out the following notice to their customers:

"Since sending out our circlar letter of February 1st we have been requested by some of our old customers to continue supplying them with our Londres size.

"It was and is our intention to principally promote the sale of our higher grade cigars, but as we find the trade willing to pay our new price for our Londres, we have decided to resume its manufacture, though possibly in limited quantities.

"Although the cost of production at Manila is still increasing, we will do our best to avoid another advance in prices. We are carefully preserving the value of our brands by conscientious manufacturing principles, i.e., in supplying strictly the same quality, packing, style, etc., as heretofore, and in making shipments at the time specified in orders.

"The advances made on our regular five- and ten-cent sizes are so slight that they will cause no inconvenience to our trade.

"Our shipments to the United States in 1916 represent 17,250,000 cigars, which quantity is expected to be greatly increased in 1917. Our shipments during the first three months of 1917 amount to 6,165,000."

Themelis Brothers & Company Incorporate

Articles of incorporation were filed at Albany on the 28th ultimo for a new corporation to be known as Themelis Brothers & Company, Incorporated, which takes over the cigarette manufacturing business hitherto conducted by Themelis Brothers at 333 Fifth Avenue, New York.

The Themelis brands of "Rose Tip" cigarettes, the manufacture of which originated in Atlanta, Ga., several years ago, subsequently being transferred to New York as the popularity of the goods increased, have steadily grown in favor with the general public, and now, with increased capital and under the continued direction of the Messrs. Themelis personally, wider activity may be expected.

The new company has an authorized capitalization of $100,000.

The Porto Rican-American Tobacco Company, with a capital stock of $3,632,700, has been listed on the New York Stock Exchange.

Burt Christian Visits New York

Burt Christian, the very capable manager of the cigar department of Steele-Wedeles Company, the prominent Chicago wholesale grocery house, returned home a few days ago after a brief visit in New York.

Mr. Christian is one of the leading handlers of the "Tom Keene" brand of the General Cigar Company, and is doing some sterling work, in conjunction with his salesmen, in widening the popularity of these goods in the territory which his house covers.

Cien Porciento Brands Sell Well in Atlanta

W. T. Hix, representative of the Cien Porciento Company, of New York, has been working the Atlanta trade in conjunction with Campbell & Mathers, the distributors of the company's "Plentius" and "El Provisor" brands. They are both Porto Rican cigars, the former retailing at ten cents and the latter at five cents.

Schulte Secures Prominent Corner in Trenton, N. J.

Pease & Elliman have rented in conjunction with the Chain Store Leasing Company to the Schulte Cigar Company for a term of ten years a large ground-floor store in the Gundling Building, at the northwest corner of Broad and State Streets, Trenton, N. J. This location is regarded as being exceptionally desirable for a retail business, being situated on the most prominent traffic and transfer corner in the capital city of New Jersey, and on January 1, 1918, the Schulte Company will open a branch establishment. Negotiations are now pending to sub-lease to a large well-known haberdasher a portion of the space.

Conditions Favorable for American Sumatra Company

Conditions in the tobacco trade are shaping themselves so as to be of the greatest benefit to the American Sumatra Tobacco Company. A prominent tobacco man states:

"It is obvious now that there must be a great shortage in the imported Sumatra wrappers, and prices for the domestic article will go to heights hitherto unknown. The syndicate which was formed to bring wrappers to this country from the island of Sumatra direct, instead of through the usual channels of Amsterdam and Rotterdam, has been able to secure only some 6000 bales, as the great bulk of the desirable Sumatra wrappers has already been shipped to Holland.

"From the present international situation, with the practical certainty of war, it is realized in the tobacco trade that it will be impossible to bring Sumatra wrappers from Holland, and the shortage between the normal importation of 30,000 bales and the 6000 bales that the syndicate has been able to acquire will have to be made up by wrapper tobacco of domestic growth."

In addition to its Connecticut production, the American Sumatra Tobacco Company has arranged to increase its Florida production, and this should put it in a position to show even greater profits next year than those it is making out of the present crop.

Trouble Over Titles "University" and "Universe"

Mrs. J. M. Moss, of Waterville, Me., who manufactures the "University" cigar, has brought action against L. Weiss, a jobber at 7 Bishop Street, the same city, to obtain an injunction to prevent the defendant using the label, "Universe," for a cigar which he sells. Mrs. Moss asks damages to the extent of $300. Three hundred boxes of cigars have been attached by the constable. The case will be heard in the Superior Court the first Tuesday in May.

Merriam Will Market New "Supersegars"

JOHN W. MERRIAM returned to New York last Friday, after a three weeks' trip to the Middle West, penetrating as far as Kansas City. Mr. Merriam reports a very comfortable trip, with enough orders recorded to keep their factory at 101 Spring Street busy for some weeks to come.

Their new novelty package of short smokes "La Real," proved a splendid magnet in every place he visited and indicates that the trade wants some novelties just at this minute. "La Real" are little clear Havana smokes, packed in a fetching package of black and white. They retail ten for a quarter.

John W. Merriam & Company expect to show samples of a new brand by the end of this week. These goods are to be known as "Supersegars." They are not saying a great deal about them, for Mr. Merriam says the goods will do all the talking necessary in their own behalf.

Euripides Kehayaglou Changes His Name

Euripides Kehayaglou, president of the Standard Commercial Tobacco Company, recently obtained permission from the Supreme Court of New York to change his name to Euripides Kehaya. Mr. Kehaya said that he was the largest stockholder in the tobacco company, which is capitalized at $1,500,000. He said that his long name had been a great inconvenience to him in business.

Schulte Gets Additional New York Locations

The Schulte Cigar Company has added another important link to their chain-store system by securing through Pease & Elliman, on a long-term lease, the corner portion of the ground floor in the property at the northeast corner of Southern Boulevard and Freeman Street, in the Bronx Borough, and upon completion of extensive alterations, the Schulte Company will open a branch establishment.

Pease & Elliman have leased to the Schulte Cigar Company for Gertie Gorman, represented by George V. McNally, the store at 3539 Broadway, southwest corner of 145th Street.

New Product From Kraus Factory

The Kraus Cigar Company, which has built up a large trade on the "Lord Romeo" and "Glorifier" package cigars, is now to enter the field with a large cigar called "El Grado." The reputation of the factory is such as to secure this new brand a hearty reception and the repeat orders testify to considerable consumer support.

No More Cash for "Royal Nestor" Certificates

The Tobacco Products Corporation has discontinued redeeming the "Royal Nestor" covers and certificates for cash and will accept them only for premiums now.

Edw. A. Wodiska in New York

Edw. A. Wodiska reaches New York this week, on his first visit since he severed his connection with the old firm and associated himself with Salvador Sanchez & Company, of Tampa. Mr. Wodiska has been in Memphis for several weeks, and his friends have seemed to delight in handing him orders for his new line.

Heard on Broadway

Henry Taussig, of Taussig & Company, Chicago, Ill., was a recent visitor in New York.

H. Duys & Company announce that they expect to have consignments totaling 1000 bales of Sumatra en route from Holland shortly.

P. A. Wysard, vice-president of the Havana-American Company, has returned to headquarters following a trip through Southern territory.

Thomas Healy, representative of the famous "Ramon Allones" brand, has returned to New York from a visit to the factory in Havana.

Al Korn, who has been on a tour through the West in the interests of the brands of S. H. Furgatch & Company, has returned to the factory.

Marcelino Perez, of Marcelino Perez & Company, has returned to New York from Havana. He secured some fine selections of leaf while in Cuba.

Jose Diaz, president of the Preferred Havana Tobacco Company, who has been in Havana for a number of weeks, expects to return to New York early in April.

I. B. Krinsky has purchased the cigarette brands of the Ph. Kassal Company and the Federal Cigarette and Tobacco Company, both using the union label.

A certificate of incorporation has recently been filed by the Garcia Miranda Cigar Company, New York City, to manufacture cigars. Capital stock, $2000. The incorporators are Bensiman Mallin, Yetta Mallin and Max Sackheim.

A certificate of incorporation has been filed by the Hygienic Cigar Company, Incorporated, New York City, to manufacture cigars and tobacco products. Capital, $125,000. The incorporators are T. Schonholz and C. Cosme.

The Strauch Company, of New York, has been incorporated recently for the purpose of manufacturing cigarette paper and tubes, booklets and smoking articles. Capital stock, $12,000. The incorporators are Abraham Levy, Max Rothschild and David Fenichel.

The Manila Commercial Company in New York has been advised by the factory that 375 bales of tobacco and 2,225,000 cigars are coming forward to them on the United States Army transport "Logan," which is expected to arrive in San Francisco from Manila about the middle of April.

The Paper Situation

THE efforts of the Federal Trade Commission to ameliorate conditions in the paper trade present an interesting study. In the first year of the war the paper trade was depressed, but as prosperity came to other branches of business they all began to use more paper of all kinds. Advertising increased in the newspapers, requiring more pages, their circulation increased, and the demand for paper finally exceeded the capacity of the mills. There not being paper enough to go around, the contracts had to go into the open market and bid against consumers unprotected by contracts had to go into the open market and bid against each other, not an agreeable proceeding, but the common method of apportioning an insufficient supply of anything. Even high-priced lawyers, artists and singers apportion their services upon the same general principle, putting their prices high enough to limit the applicants to a number they can serve.

A general rise of prices in such an article as paper has the double effect of enforcing economy in its use, thus accommodating a greater number of applicants, and of stimulating production. An unusual price will attract new capital into the business, whereas a moderate increase, although sufficient to yield the old producers what might be judicially pronounced a fair profit, may not induce investment at a time when construction costs are high, or exert any influence for economical use.

The fact is usually lost sight of that in time of scarcity and advancing prices the producer ceases to be the controlling factor in price-making. If he should sell at the normal margin, the market price would go up just the same, as we know it does in the case of such staples as wheat and pig iron. When producers are sold up the dealers and consumers make the market. There is no good reason based on the public interest why a producer, with due regard for the amenities of trade, should not have the benefit of a naturally advancing market, when free from contracts. He is obliged to accept the unfavorable developments, and as a rule he needs all the favorable ones to bring him out with a fair average of success.

The paper business was demoralized for several years before the war by unprofitable conditions, and whether a trade agreement had anything to do with the recent rise of prices or not it is quite certain that the state of supply and demand was the fundamental reason. The Trade Commission has undertaken to fix the price of print paper at two and one-half cents per pound by securing an agreement on the part of the manufacturers to sell at that price, but has also undertaken to get an agreement on the part of all consumers to reduce consumption to the extent of five per cent. in order that there will be enough to go around. This is asking all consumers to sacrifice the same percentage, regardless of the different degrees of sacrifice which this curtailment may involve. The arrangement would be very welcome to the publisher who is unprotected by contract, and it may be quite unwelcome to a rival who is well covered as to his wants, or who is more interested in increasing his circulation than in the saving on paper.

It will be seen that the Commission has grasped the fundamental fact that in dealing with a scarcity it is necessary to reduce consumption. Many people appear to think that the only objectionable thing about a scarcity is that it enables certain reprehensible persons to put up prices. Even the Commission refers to the fact that prices have advanced more than costs, as though this in itself was prima facie evidence of wrong-doing. But, as we have seen, the higher prices constitute the natural means of eliminating a portion of the demand, and if this influence is discarded some other method of elimination must be found. Who knows that the horizontal reduction adopted by the Commission is more advantageous to the public? The wastage of print paper is large and there is no better way of curtailing it than by means of the natural price. Moreover, is it not a fair presumption that the curtailment of consumption which occurs first under the influence of high prices will be of least concern to the public?

Admitting that price-fixing powers may be exercised in great emergencies to the public advantage, particularly in dealing with necessities, the chances for error are too numerous to justify common attempts to supersede the law of supply and demand. Every one can make his own calculations upon the latter, but if the situation is complicated by arbitrary governmental regulation the confusion will be increased.—"National City Bank."

Don L. Farmer Buys Interest in Havatampa Company

Don L. Farmer, widely known in Atlanta, Ga., and surrounding territory, has recently purchased a half interest in the Havatampa Cigar Company, of Tampa, Fla. This concern manufactures the "Tampa Nugget" brand. Mr. Farmer is now general factory representative for "Above the Average," "Tampa Nuggets" and "Valkyrie" cigars.

All the brands of cigars represented by Mr. Farmer are distributed in Atlanta territory through the E. L. Adams Company. The territory represented by Mr. Farmer for "Valkyrie" cigars extends from El Paso, Tex., to Washington, D. C. Mr. Farmer is at present in Atlanta and will be there for several weeks particularly in the interest of "Valkyries," which are made by Gonzales, Fisher & Company, of Tampa, Fla.

"I am highly gratified with the distribution of all the cigars represented by me," said Mr. Farmer. "I wish to state that February is the biggest month, with one exception, that I have ever had on 'Above the Average' cigars.

"The 'Valkyrie' cigar is one from which by a scientific process is removed that which makes heavy, imported Havana tobacco strong, leaving the delicious flavor and aroma known only to Havana tobacco."

Suit to Dissolve Company

Jos. Endress, Jr., has recently begun suit in the Common Pleas Court, Dayton, Ohio, against his business partner, A. C. Kercher, asking that their firm, the Pioneer Leaf Tobacco Company, of Germantown, Ohio, be dissolved and that Kercher be required to render an accounting as to transactions on the account of S. Rossin & Son, of New York. In the petition which Endress filed he declares that the partners cannot agree and he asks that Kercher be enjoined from making further use of the firm name and from further using the account with the New York company.

Sasnak Cigar Company Trebles Capital

The Sasnak Cigar Company, of Wichita, Kan., has recently trebled the capital stock of the company, and arrangements have been made for an active campaign on their cigar brands, both locally and throughout the Southwest. The officers of the Sasnak Cigar Company are: James Murphy, president; James Emmons, secretary, and Alexander Cohlmia, treasurer.

The Telegrapho Cigar Company, of New York has recently filed articles of incorporation to enter into the tobacco manufacturing business, with a capital of $100,000. The incorporators are J. Male, M. L. Lesser and H. M. Wise.

Too Late to Classify

SALESMEN WANTED.

CIGAR SALESMEN with an established **CIGAR** trade among retailers and jobbers in seed and Havana; also 5-cent goods; or as a side line among high-class hotels, drug stores and saloons. Address Box 209, The TOBACCO WORLD.

PHILADELPHIA.

"Prince Hamlet" Enters Philadelphia Market

"PRINCE HAMLET," a high-grade shadegrown wrapped cigar from the Bayuk Brothers' factories, has recently made its appearance in Philadelphia, being placed in a number of clubs and the better class of retail stands. Already the demand exceeds the production, according to a statement at the firm's headquarters. The manufacturers say that this piece of goods represents unusual value for a Havana-filled cigar and that it will surely take its place with the leaders in the shadegrown line.

At present "Prince Hamlet" is being sold in six sizes—Perfecto Chico, retailing at three for twenty-five cents; Longfellow, Corona and Perfecto, retailing at two for twenty-five cents, and the Bon Ton and Common Sense at ten cents straight.

The reputation of the makers of "Havana Ribbon" and "Philadelphia Handmade" is sufficient to guarantee a heavy demand on the part of the consumer for their new product.

Krull to Move Jobbing Headquarters

Charles A. Krull, 1226 Arch Street, one of the leading cigar and tobacco jobbers of the city, has recently purchased the business of Miller Brothers, 55 North Second Street, also cigar and tobacco jobbers, who have been in business for nearly half a century, and will remove his headquarters to that location about April 1.

Charles Miller died on election day, 1916, and since that time the business has been conducted by his son, Arthur H. Miller.

Mr. Krull is a distributor of the "Muriel" cigar and has met with large success in placing this brand with the dealers. He has a large business with local dealers, and with the acquisition of the out-of-town trade of Miller Brothers he will add greatly to his trade.

Leach & Company to Handle "24 Karat" Brand

Leach & Company have taken on for sale and distribution the "24 Karat" cigar manufactured by Heinemann Brothers, Baltimore. This brand is packed five in a bundle, retailing for twenty-five cents. They will also distribute "La Emperatriz" a Manila brand.

Among the recent visitors is D. Harry Moulsdale, who has just come up from Tampa to make another trip over his territory. He reports a steady demand for Sanchez y Haya goods.

Warner Searle, of the J. F. Portuondo factory, is on a trip through eastern Pennsylvania, New York and New Jersey. He will probably touch a few New England points before returning to the factory.

Philadelphia Notes

W. H. Dohan, of the El Draco Cigar Manufacturing Company, is again at his desk, following several weeks' illness.

M. J. Dalton & Company have been featuring the brand "M. Bustillo," made by M. Bustillo & Company, Tampa.

Victor Klorfein, the "Garcia Grande" man, has been busy taking orders for this popular product of the J. Klorfein factory.

John King, representing the "Truly Spanish House," has placed some good orders for the Cuesta, Rey & Company brands.

Claude Turner, representing the "Charles the Great" brand manufactured by Salvador Rodriguez, has been calling on the local trade recently.

The cigar privileges in the new Franklin Bank Building have been acquired by John Parsons, formerly with Yahn & McDonnell and more recently with J. G. Atherholt.

Charles Bobrow, of the firm of Bobrow Brothers, manufacturers of the "Bold" and "Topic" brand of cigars, is expected home from a trip through the West this week.

A certificate of incorporation has been filed by the Brown Novelty Manufacturing Company, Philadelphia, to manufacture appliances for smokers. Capital stock, $50,000. The incorporators are Charles H. Jones and W. I. N. Lufland.

The Finley Acker Company is featuring the "Monte Cristo" brand with much success. This popular cigar is a product of the Lincoln Brothers' factory, in Broome Street, New York.

Jose Garcia, of Perfecto Garcia & Brothers, was in town recently calling on the trade in conjunction with a representative of Yahn & McDonnell, who distribute the brand here.

Dan Ostrow had a good-sized crowd in front of his store the other afternoon when a painter was decorating the outside of his window with a painting which features the "Havana Ribbon" cigar.

Cincinnati Invites T. M. A. for Next Convention

The Tobacco Merchants' Association of the United States has received invitations from the Chamber of Commerce of Cincinnati, the Mayor of Cincinnati, the Cincinnati Leaf Tobacco Exchange and the Cincinnati Hotel Men's Association, inviting the Association to hold its next convention in the city of Cincinnati.

Following are the letters from the Mayor and from the Chamber of Commerce:

To the Officers and Members of the Tobacco Merchants' Association of the United States.

Gentlemen: Permit me on behalf of the citizens and municipal authorities of Cincinnati to join the Cincinnati Chamber of Commerce in extending you a most cordial invitation to hold your next meeting in our city.

We pledge ourselves to make good all the offers of hospitality and courtesy which have been bespoken for our city by the Cincinnati Chamber of Commerce, which represents our commercial and social interests.

We will open our gates to you, and will spare no endeavor to make your stay with us both pleasant and profitable, if you decide to act favorably upon this invitation.

Cordially yours,
(Signed) GEORGE PUCHTA,
Mayor of Cincinnati.

To the Officers and Members of the Tobacco Merchants' Association of the United States.

Gentlemen: On behalf of the Cincinnati Chamber of Commerce, one of the greatest commercial bodies of the United States, representing our combined business interests, the Cincinnati Hotel Men's Association, our municipal authorities and our other civic and commercial organizations and our people generally, we urge you to hold your 1917 convention in the Queen City.

Our Convention and Publicity Department, backed by a large fund, stands ready to be of real assistance to the Cincinnati Entertainment Committee.

Cincinnati is a convention city of national—even international—reputation. Our railroad facilities, splendid hotels, many amusements, charming beauty spots and famous hospitality combine to guarantee you a successful, pleasant and profitable convention here.

Very sincerely,
(Signed) W. C. CULKINS,
Executive Secretary.

Big Acreage Planned for Dark Tobacco

Unless present plans are radically changed, the farmers of the dark tobacco district of Kentucky and Tennessee will this year plant the largest crop of tobacco attempted in many years.

The 1916 crop has sold at such high prices, and the indications for the 1917 crop are so good for the high prices to be continued, that the farmers are making their arrangements to grow all the tobacco possible this year.

The most serious obstacle in the way is the labor situation.

Taking their cue from the fact that the lower grades of tobacco from the 1916 crop have ruled relatively higher in price than the better grades, the farmers for the most part this year will go in for quantity and not so much for quality.

Branch of Jobbing House for Wichita Falls

The State National Cigar Company is about to open a branch in Wichita Falls, Texas, which will be in charge of the Wichita Produce Company. Among the brands which the firm will handle are "Tom Keene," "Lawrence Barrett," "Little Barrett" and "Little William Penn." Several salesmen will be employed to call on the trade with the various brands.

Cincinnati

Tobacco Association to Boost National Cigar Day—"Lucius" Taking With Dealers—Annex for Ibold Factory

Cincinnati, March 26, 1917.

CHARLES STRAUS, of Henry Straus Company, has left for French Lick Springs in an effort to get a complete rest.

Charles Wittrock, president of the Cincinnati Cigar and Tobacco Merchants' Association, left town recently for the South.

Louis Newburgh, who died last week, left an estate of more than $100,000. It is to be distributed among five children who survive.

Edward Rind, a cigar manufacturer at 111 East Third Street, is in Cuba visiting his tobacco plantations.

One of the most attractive displays made recently was that of Strobl Brothers on the "Richmond Straight Cut" cigarettes. They have also been displaying "La Palina" cigars, made by the Congress Cigar Company, which retail at ten cents straight and two for twenty-five cents.

"Lucius" in six sizes is bringing some nice business to the Dan A. Wolf Cigar Company.

The Peter Ibold Company has recently included two four-story buildings in its factory annex, the buildings being adjacent to the original factory. The demand for its product continues strong, but the firm is handicapped by lack of sufficient help.

At a recent meeting of the Cincinnati Cigar and Tobacco Merchants' Association it was decided to boost National Cigar Day this year in a fitting manner. The following committee was appointed to arrange matters for the celebration: David Strauss, chairman; Gerson J. Brown, Ambrose Suhre, Webb Hill, Sam Straus, F. J. Becker, Ed Nagel, W. J. Berning, Joseph Knecht, Edward Rind, L. B. Wilson, Rawlins D. Best, George Wohrley, A. J. Livingston, J. C. Nienaber, D. W. Shedd, E. C. Martin, A. Bastian, W. D. Huss, George Brauns, Geise Cigar Box Company, Peter Ibold, Jr., Julius Gilsey, Dan Keilson, John Schulton, Morris Frieder, R. W. Bickett, Walter Ibold, J. H. Dickerson, Edward Weller, A. Winnall, Joseph Strobl, Ben Wolf, Harry Davis and Howard Lucke.

Itan.

Duluth Retailers to Organize

A meeting of the retail cigar dealers of Duluth has been planned for March 29, at which time a committee will be appointed to form a local organization. One of the principal speakers at the meeting will be Louis Nathanson, president of the Retail Cigar Dealers' Association of Minneapolis.

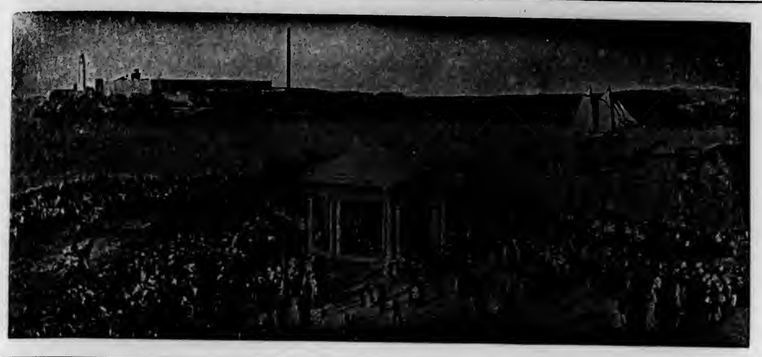
On March 22 forty Duluth retailers met at the St. Louis Hotel and agreed that a local organization should be formed among the Duluth retailers, who number about 100, exclusive of drug stores.

Minneapolis Retailers Campaigning for New Members

The Minneapolis Cigar and Tobacco Dealers' Association has been conducting an active campaign recently for new members and to date more than 100 new names have been added. Nete Ellis, who represents the G. J. Johnson Cigar Company, is the captain of one team, and Frank [illegible], representative of the American Tobacco Company, is in charge of another.

Want Half-Nickel Coin

The Minnesota State Retail Grocers' Association has adopted recently a resolution asking Congress to create and place in circulation a two-and-one-half-cent piece to facilitate "split-nickel" transactions.



The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, March 24, 1917.

BUSINESS during the past fortnight has been better than we had expected to see it, but as we had some big buyers from the United States in town the volume of the sales was even a trifle larger than during the previous fifteen days. Prices have fully kept up to the high level, and for the balance of stocks for sale even higher figures are asked. In future, however, we may have quieter times, as in all likelihood no revival can take place until the new crop comes to town when buyers generally are apt to flock to our market.

The outlook for the coming crop of Vuelta Abajo, Semi Vuelta and Partido is considered decidedly better than a month ago. It is calculated that this year, as far as the quantity is concerned, that we may have perhaps 50 per cent. more than last year. The quality under the circumstances is harder to guess correctly, although from parties that have visited the tobacco districts in these days we have learned that the burn is universally good, and even the green tobacco already has a pleasant taste. There are still enough plants in the fields, which are maturing for cutting, and which ought to give good fillers. The only part of the crop which will only give colas is the one in the Vuelta Abajo, which has had no rain or artificial irrigation. The plants which had been watered developed finely, and ought to prove acceptable, although some manufacturers are opposed to the use of such leaf from the Vuelta Abajo. On the other hand the Partido crop is principally raised through irrigation, and the manufacturers are making no objection to them. However, as the soil is different, this may explain the anomaly.

We have seen some new libre de pie, which ought to give fair fillers, after it has undergone a sufficient fermentation in the bales, and later on in the barrels, when stripped. While at the moment the leaf looks yellow it has, however, life and therefore ought to change in color through the sweating process. The short leaves, which are unstrippable, of course, are fit only for our cigarette manufacturers.

There is no further news about the Remedios crop, as owing to the bands of robbers, it is unsafe to venture to the tobacco fields in the open country, although all the towns are in the hands of the Government troops, and the latter are hard at work to capture the evildoers.

Sales during the fortnight totaled 6585 bales, which consisted of: Vuelta Abajo and Semi Vuelta, 1350; Partido, 127, and Remedios, 5108 bales.

Buyers were: Americans, 4762; exporters to South America, 596, and our local manufacturers of cigars and cigarettes, 1227 bales.

Exports of leaf tobacco from the port of Havana during February 25 to March 10, 1917, totaled 11,386 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 9744; to Canada, 980; to Great Britain, 46; to the Argentine Republic, 436; to Uruguay, 160, and to Chile, 20 bales.

Receipts of Leaf Tobacco From the Country

	From Feb. 23 to March 8, 1917.		Since Jan. 1, 1917.
Vuelta Abajo,	428 bales.		6,348 bales.
Semi Vuelta,	35 "		566 "
Remedios,	2,261 "		21,236 "
Total,	2,724 "	Total,	28,150 "

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Sidney Goldberg, president of the Simon Batt Company, and Jacob Labe, of J. H. Goetze & Company; also Alfredo Selgas, of Selgas & Company.

From Philadelphia: Louis H. Eisenlohr and H. Eimerbrinck, of Otto Eisenlohr & Brothers, Incorporated.

From Tampa: Ambrosio Torres, of Sanchez & Haya, Jamie Pendas, of M. A. Gunst & Company; M. B. Pendas, of Y. Pendas & Alvarez; Jose Lozano, of F. Lozano, Son & Company; and Pancho Arango, of Francisco Arango & Company.

Returned—Juan B. Diaz, a former partner of Selgas & Company, from Spain; Bruno Diaz, Jr., of B. Diaz & Company, and Ramon Irijoa, representative of Hija de Jose Gener, for and from Buenos Aires.

Departures—To New York: S. Ruppin, Sidney Goldberg, Jacob Labe, Ted Smith, Jose Benito, Rudolph C. Faber and Thomas B. Healy.

To Philadelphia: Louis H. Eisenlohr and H. Eimerbrinck.

To Albany: William Van Slyke.

To Tampa: Jaime Pendas, Jose Lozano and B. Wasserman.

To Barcelona: Pablo Torres Picornell, Lutgarda Gener de Torres, Juanilla Francisco and Jose Torres y Gener.

Cigars

Business in our cigar factories is rather quiet, with the exception of the few large factories, which still have enough orders on hand. We now submit the monthly statistics of the exports of cigars from the port of Havana, as per our customhouse returns, as follows, viz.:

Exports from Feb. 1 to Feb. 28, 1917,	5,136,113 "
Exports from Feb. 1 to Feb. 28, 1917,	5,136,114 "
Decrease during month of Feb., 1917,	5,583,301 "

Exports from Jan. 1 to Feb. 29, 1916, 21,635,394 "
Exports from Jan. 1 to Feb. 28, 1917, 13,660,345 "

Decrease during first 2 months of 1917, 7,975,049 "

Increases in February, 1917, as compared with February, 1916, for the chief countries:

United States,	732,307	cigars.
British East Indies,	25,000	"
Portugal,	23,000	"
Switzerland,	21,000	"
Uruguay,	16,400	"
Australia,	5,500	"
Total,	823,207	"

Decreases by countries in February, 1917, as compared with February, 1916:

Great Britain,	4,612,776	cigars.
France,	734,100	"
Spain,	316,591	"
Denmark,	264,495	"
Argentine Republic,	151,025	"
Canada,	88,650	"
British Africa,	59,500	"
Chile,	48,616	"
Gibraltar,	40,400	"
French Africa,	14,450	"
Egypt,	10,000	"
Total,	6,340,603	"

The changes of the ten principal countries, which last year took over one million cigars from us during the two months of this year, as compared with 1916, are as follows, viz.:

Increases

United States,	1,596,082	cigars.
France,	885,900	"
Russia,	50,000	"
Total,	2,531,982	"

Decreases

Great Britain,	8,734,975	cigars.
Denmark,	1,525,485	"
Argentine Republic,	215,231	"
Australia,	170,495	"
Chile,	163,446	"
Spain,	41,791	"
Canada,	35,750	"
Total,	10,887,173	"

Romeo y Julieta is as busy as ever, filling orders right along, from its stack of orders on hand, and there are also constantly new calls for Romeo y Julieta cigars.

Partagas told us that they still had orders on hand for three million cigars and through the cigarbox makers' strike they had been handicapped in executing them.

H. Upmann continues to work normally at this season of the year.

Punch, we learned, received some high-class orders from Great Britain for 300,000 cigars, which with the other business was very acceptable.

Sol and Devesa de Murias is fairly busy under the present circumstances.

Most of the other factories are working only moderately with diminished forces of cigarmakers at present.

Leaf Tobacco and Other Notes of Interest

The news of Don Pepin having captured the gold medal and the championship of the golf tournament of the country club has to be rectified, by his special request, as evidently we must have misunderstood him at the time. Mr. Gray, of the country club, has been the champion for the last consecutive four years, and remains the champion, while Don Pepin Rodriguez captured the gold medal for the handicap, which, after all, is sufficient honor for him.

The Cuban Land and Leaf Tobacco Company had a $100,000 fire by losing fifteen barns filled with tobacco, on the 18th instant, upon its plantation, called Vivero, close to San Juan y Martinez. We hear that not all of the barns were insured.

The death of Jose Fernandez Lopez (Maquila), former retired partner of the Partagas factory, came as a surprise to his many friends, as he was universally liked. His funeral, on the 9th instant, was a vivid manifestation of the high regard he stood in the tobacco trade, and the large assemblage of friends that paid their last respects to him. He was barely fifty years of age, and apparently enjoying good health. Peace to his ashes, and we extend our condolance to the widow, his aged father-in-law, Don Jose Antonio Suarez and his nephew, Jose Moran.

Louis H. Eisenlohr and H. Eimerbrinck only purchased 2050 bales of second capaduras for Otto Eisenlohr & Brothers, Incorporated, and which is less than half the usual quantity of bales purchased in normal years.

Mark A. Pollack will leave with his family on the 31st ulto. for a two or three months' vacation in the United States.

Jacob Labe made some goodsized purchases for their firm of J. H. Goetze & Company, of New York, when he left this week homeward bound.

Other buyers were: Leslie Pantin, 975 bales of different kinds of leaf for account of his customers; El Credito, 825; Hinsdale Smith & Company, 500; Allones, Limited, 366, and Hijos de Diego Montero, 160 bales.

Juan B. Diaz has made arrangements with Don Bruno Diaz to enter as a partner in the well-known firm of B. Diaz & Company.

Principal sellers were: Tomas Benitez, 1396; Muniz & Gonzalez, 1060; Sierra & Diez, 507; Manuel A. Suarez & Company, 475; Herrera, Calmet & Company, 475; Selgas & Company, 360; Leon y Delgado & Company, 345; Muniz Hermanos, 200; Camejo y La Paz, 187; Jose F. Rocha, 149, and Jose C. Puente & Company, 105 bales.

Shippers above 200 bales of leaf tobacco during the last two weeks, ending March 10th, were:

Virgilio Suarez, 1702 bales; Walter Sutter & Company, 1385 bales; Maximilian Stern, 1159 bales; Mark A. Pollock, 1091 bales; Leslie Pantin, 1055 bales; J. Bernheim & Son, 797 bales; Ernest Ellinger & Company, 715 bales; Menendez & Company, 527 bales; Cuban Land and Leaf Tobacco Company, 445 bales; Allones, Limited, 356 bales; Jose C. Puente & Company, 321 bales; I. Kaffenburgh & Sons, 310 bales; G. Arostegui, 293 bales; Perez, Capin & Company, 247 bales; Manuel A. Suarez & Company, 228 bales; Y. Pendas y Alvarez, 215 bales.

Oretaniv.

Try This on Your Pipe

According to a news despatch, H. E. Wild, of the Shackleton-Ross expedition, which has reached Christ Church, New Zealand, is the inventor of a substitute for tobacco which was used by the party for several months after their stores were exhausted. The substitute is said to be a blend of tea, coffee, sawdust, seaweed and a few species of herbs. The product was called "Hut Mixture."

Cigarette Business of the British-American Tobacco Co.

Sales of the cigarette brands of the British-American Tobacco Company during three months of the current year, or from October 1, 1916, to January 1, 1917, increased twenty-five per cent. Its sales in 1916 amounted to 20,000,000,000 cigarettes or nearly 5,000,000,000 more than the entire output of the United States.

Effects of Smoking on the Human System

By Dr. George Hall, Montreal, in the "Canadian Cigar and Tobacco Journal"

IT is a matter of very great importance for the user of tobacco that he should have clear information regarding the beneficial and harmful effects of tobacco on the human mind and body. There are very few matters which have been the subject of such varied opinions; such exaggeration and misconception. Those who are opposed to the use of tobacco have not hesitated to ascribe to it every form of evil, physical, mental and moral. Insanity, epilepsy, cancer, malignant throat disease, blindness, heart disease, and a host of other diseased conditions, are traced to tobacco smoking by its enemies. On the other hand the users of tobacco are scarcely less vehement in holding that no harmful effects follow, but ascribing all kinds of virtues as resulting from its use.

It is not my object to justify or recommend the use, or to advise the avoidance of tobacco. I think it is a matter that the individual should decide for himself. Moreover, I think that no general rules governing all cases can be laid down, but that each individual must judge for himself whether the use of tobacco is justified in his own particular case, or not, taking into consideration all the circumstances that affect him. The important thing is that he should possess clear and correct information with regard to the effects of tobacco as far as such have been scientifically determined; and from observation of its effects on his own organism to determine whether, in his own case, the practice is beneficial or otherwise, and to what extent it may be pursued if he desires to smoke.

I, therefore, purpose to submit the facts which have been determined by the most careful scientific investigators and others of high standing, who, from their experience in the investigation after causes of disease, are best qualified to offer opinions which may be accepted as authoritative.

A perusal of the vast amount of literature, both for and against the use of tobacco, brings out certain points very largely. First, in the case of opponents, the most sweeping statements are made without a particle of scientific proof in support of them, by persons who are in no way qualified to make such statements. Statistics are quoted most recklessly, and accepted as conclusive, although in most cases there is no logical connection between the matter of the statistics and the absolute effects of tobacco.

If there is a question of a certain condition, it is not sufficient to show that the person suffering from it was a user of tobacco, and to allege, therefore, that tobacco was the cause of the condition. It must be shown conclusively that no other circumstances than the use of tobacco could have caused this condition.

Dr. T. W. Jenkins, of Albany, N. Y. (New York Medical Journal, 1915, vol. 102, p. 355), who was awarded a prize by this leading medical journal for his essay on tobacco smoking, says: "The first thing to bear in mind is that, considering the large amount of tobacco used, very little harm results, and care should be taken not to incriminate tobacco when the trouble under observation may be due to other causes."

Secondly, among the investigators themselves who have made impartial inquiries about the effects of tobacco, there is sometimes a wide difference of opinion in the interpretation of results and in the relation of cause and effect. Thus most varied opinions exist on the subject of nicotine. The result is that it is difficult for the average man to come to a satisfactory conclusion on the subject; for it cannot be said that the scientific knowledge of the effects of tobacco smoking on the human system as presented to us today, is final or sufficiently well determined to enable definite and true conclusions to be arrived at.

Thirdly, there is the widespread error of ascribing the evils of the abuses of tobacco to the use of tobacco. This matter of the use and abuse of tobacco cannot be put too clearly. Most medical investigators have based their results clearly on the excessive use of tobacco.

It is a very rare thing to find a medical investigator drawing attention to any harmful results following the moderate use of tobacco, and it appears a just statement to make that the majority of men use tobacco in moderation. It appears to be true that excessive smoking is harmful, and is capable of producing deleterious effects on the respiratory and nervous systems in man, but it has never been scientifically proved that the moderate use of tobacco has any particularly harmful effects. Moreover, it is well known to the medical profession, and so stated constantly, that in many cases where the use of tobacco has produced bad effects on the eyes, nerves, etc., its use is contra-indicated owing to the condition of the subject, due to other causes, and that such results would not occur in a normally healthy subject. Therefore, because tobacco when used excessively or when used by persons who are not constitutionally fitted for it, produces bad effects, it is not logical to argue, as many opponents to tobacco smoking do, that the use of tobacco is universally harmful.

Fourthly, the conclusions arrived at by some investigators are based on experiments made on animals, and it appears quite open to criticism, and is, in fact, disproved by common experience, that such results will follow when applied to man.

Hinging on this is the question of immunity and toleration. The human system will easily, after use, tolerate effects which at first it rebels against. This may easily be seen in muscular and other efforts. Let a man who is constantly leading a sedentary life suddenly walk ten miles. The result is almost prostration, and he will not recover from it for a considerable time.

Let him, however, commence by walking a mile or two and gradually at each walking increase the distance, and in a short while he will be able to walk ten miles without feeling any fatigue. Similarly, running, or other rapid exercise, to a person not used to it, will produce such rapid disturbances in the respiration and circulation as even to be fatal, while the seasoned athlete may perform such feats without the least ill effects.

To take animals or persons who have never before used tobacco and to argue or conclude that the effects of tobacco smoke on them are the effects of tobacco on smokers generally, is absurd. Yet such experimental results are often made the basis of denunciation of tobacco smoking.

Finally, most investigators have made their inquiries for the exclusive purpose of discovering the evil effects of tobacco smoking. They proceed to their work with a biased mind. They have already assumed that the habit is harmful, and they simply want to find out how much harm they can discover.

It is to this class of investigator that Dr. John Aikman refers (New York Medical Journal, October 30, 1915), when he says: "In reading the literature on the use of tobacco we are impressed by the fact that much of it is written by persons greatly opposed to the use of the plant, and naturally prejudiced."

It is quite conceivable that a man might investigate the evil effects which follow from wearing clothes and shoes, and he could undoubtedly find some evil effects;

but the users of such articles could very justly say that the beneficial results of such habits more than outweighed the demonstrated harm that might occur. And then the user of tobacco might say that the beneficial effects of smoking more than compensated for any slight harm that might happen. For tobacco has undoubtedly many excellent effects, and no one knows this better than the smoker himself. He will readily admit that excess is bad. He will readily admit that the use of tobacco is not suitable to immature persons, or, in fact, to many other persons, but he insists that in the majority of cases it is not only practically harmless, but that it has many desirable qualities, for that is proved by his own experience and the experience of millions of other smokers in all ages and under all conditions.

The principal deleterious effects on the human system ascribed to the use of tobacco are:

(a) Throat diseases. (b) Disturbance of vision. (c) Heart troubles (smoker's heart). (d) Disturbance of the digestive organs (dyspepsia, etc.). (e) Disturbance of the nervous system. (f) Disturbance of nutrition.

As regards throat diseases, the following is the opinion of Dr. H. Reik, of the Johns Hopkins University, surgeon to the Baltimore Eye, Ear and Throat Hospital, as expressed by him in the Boston Medical Journal and Surgical Journal, vol. 162, p. 856, 1910:

"There is not one scintilla of evidence that malignant disease of the throat is due in any way to the use of tobacco; and if it be admitted that carcinoma (cancer) of the lips or tongue has been produced by smoking it is clearly not tobacco, but traumatism (i. e., injury) from the stems of the pipe or other tobacco container that is responsible.

"It does not appear, or at least has not been proven, that tobacco causes any definite characteristic lesions of the nose, throat or ear."

Dr. Reik is a man of high standing in the medical profession. His opinion is clear and unmistakable, and it is presumed he has seen thousands of cases of nose and throat diseases, and knows what he is talking about.

Dr. Reik refers to the question of so-called smokers' cancer. Cancer is a disease which attacks all kinds of people, and may occur in widely different parts of the body. The causation of this disease is not known to the medical profession, but what is known about it is that it usually occurs on the site of some previous injury. Thus cancer may occur on the tongue as the result of the constant irritation of a jagged broken tooth, and it occurs often in non-smokers.

Judged from a psychological standpoint, the effects of tobacco are entirely favorable. To the sleepless, the worried, to him who is troubled in mind or vexed in spirit, the pipe or cigar is a never-failing remedy to soothe and cheer.

It is the feeling of betterment which it engenders, and the spirit of good will which tobacco creates that are responsible for its universal use by men differing widely in grade and condition of life, as well as in mental calibre; it reaches the common springs which move humanity; its qualities are those which have made the pipe a symbol of peace and a bond of fellowship and union between man and man from pole to pole.

From a general summing-up of the opinions which have been quoted, the question might be asked: "Is tobacco on the whole harmful or beneficial to its users?" The answer seems to be this: "Tobacco, to the extent used by the average, has some slight injurious effects and some slight beneficial effects on the physical system. It is an excellent preservative agent against contagious and infectious disease. Mentally its effects are overwhelmingly beneficial."

In every particular case a man must judge for himself, taking account of his individual idiosyncrasies and conditions, whether the use of tobacco is beneficial to him or otherwise.

Smokers do not deny and never have denied that the abuse of tobacco is harmful. The general view that both scientific investigators and popular observation are able to support, is well expressed by Clouston, who is a world-known authority on nervous and mental disease. If its use is restricted to full-grown men, if only good tobacco is used, not of too great strength, and if it is not used to excess, then there are no scientific proofs that it has any injurious effects, if there is no idiosyncrasy against it.

Speaking generally, it exercises a soothing influence when the nervous system is in any way irritable. It tends to calm and continuous thinking, and in many men promotes the digestion of food. Tobacco, properly used, may, in some cases, undoubtedly be made a mental hygiene. In conclusion, there are, doubtless, many other questions which could be dealt with in reference to the use of tobacco, but my task for this evening is over.

My main object has been to present the subject in an unbiased manner. I think already I have said finally, or in conclusion, more than once, but will you pardon me if, like the proverbial writer of sermons, I say it a third time, and this is really my concluding sentence; that each person must determine for himself whether the use of tobacco is harmful or beneficial to his health.

Woof! Woof! More "Puerilely Panicky" Stuff

If history speaks the truth it was at Lexington, Mass., that the "embattled farmers stood" to strike the first blow for "life, liberty and the pursuit of happiness."

Doubtless there are many descendants of these "embattled farmers" engaged in the tobacco-growing and cigar-manufacturing industry in Massachusetts today. This state produces about 9,000,000 pounds of leaf annually, and its cigar factories turn out nearly 200,000,000 cigars in the same period.

These men might be interested in the marauding propaganda sent to the New York "Sun" recently, in the form of a letter, by a resident of Springfield, Mass. No further evidence of the growing spirit of paternalism is needed than the following:

"To the Editor of the 'Sun'—Sir: The events of the past year are most encouraging to those who are laboring for the uplift of humanity. The forward strides of prohibition, which is but the prelude to what we expect to accomplish, are really amazing when we consider what a large portion of our people use liquor to a greater or less extent. The prohibition movement has now reached such proportions that we can extend our operations all along the line.

"Our next aim is the suppression of the use of tobacco. While we are pleased to note that the disgusting habit of chewing is falling into disrepute, there is an enormous increase in smoking, especially of the drug-laden cigarettes, and we should no longer delay our warfare against this evil that is sapping our young manhood and adding its awful toll to the millions of enervated, drug-enslaved victims.

"Why wait until we have wiped out alcohol before commencing our warfare on nicotine? In housecleaning one does not leave a portion of the uncleanliness, necessitating going through the same operation again, but makes a clean job of it, so why delay?

"We cannot agitate this question any too soon. By the time it is fully under way we will have national female suffrage and with that we can carry through all our cherished projects. The clergy are with us and through them we can win the female votes for our reformation.

"JAMES A. SMITH.

"Springfield, Mass., March 10."

The Cigarette and Its Merits

The following is a summary of "The Story of the Cigarette," written by William D. Young and published by D. Appleton & Company, and is issued by the Tobacco Merchants' Association of the United States.

IN a volume entitled "The Story of the Cigarette," recently issued by D. Appleton & Company, William W. Young, the author, has dealt a fatal blow to the contention of extremists that the use of cigarettes is injurious to mankind. Indeed, in an unimpeachable array of quotations from the reports of medical authorities and experts upon the general subject of tobacco, Mr. Young shows conclusively that the arguments of those who are opposed to the use of cigarettes are based wholly upon prejudice and that in the light of scientific and medical research cigarettes are as harmless to the human constitution as is the inhalation by healthful lungs of the purest mountain air.

While the field covered by the author in his book is not especially new, he has for the first time collated in concrete form the conclusions reached by the highest authorities in the world regarding the use of tobacco and its effects upon the human organism. He entertainingly tells the history of the cigarette, the use of which was common among the American Indians prior to the discovery of this country by Columbus in 1492, and devotes considerable space to the cure of tobacco for cigarette smoking, its treatment, the invention and use of intricate machinery for the manufacture of cigarettes and he concludes his narrative with the statement that the factories in which these products are manufactured are as clean and healthful as modern science of health and sanitation can demand.

Reading the statements quoted at random in the volume from the eminent scientific and expert opinions, one finds a practical unanimity of judgment that nothing but the purest tobacco and finest product of the paper maker's art are employed in the manufacture of cigarettes. The reports sometimes circulated by sensationalists that cigarettes were tinctured with opium and other deleterious drugs is emphatically denied by W. R. Hower, chief drug inspector of the Bureau of Drugs of Ohio, who, after analyses of twenty-six popular brands of cigarettes, declared that no evidences of drugs were found and that the cigarettes in constant use by the public "are perfectly harmless."

Regarding the nicotine argument in relation to cigarettes, Sir Lauder Brunton of London, says that "smoking will stimulate the brain to increased activity, and it will also produce a soothing effect in conditions of excitement." In a paper read before the London Medical Society in 1913, Dr. Turney said that "pure tobacco poisoning is a very rare thing." Dr. Ambialet, a noted French physician and tobacco expert, says that he smoked thirty cigarettes daily for a prolonged period without feeling the slightest ill effects therefrom.

A commission appointed by the London Lancet to investigate the report that cigarettes contained added ingredients such as opium, arsenic, chlorine and the like, reported that after thorough chemical examinations of all brands it "failed to elicit the slightest evidence on his head." Dr. H. Lambert Lack, surgeon in the Hospital for Diseases of the Throat in London says, "that his long experience proves" that the frequent claims made that tobacco is among the frequent causes of affections of the throat "are not justified in fact." He states positively that "there is no evidence to prove that malignant disease of the throat is due in any way to smoking."

It is shown that many noted singers, notably Caruso and other opera singers, smoke many cigarettes daily without experiencing the slightest ill effects from their use. Inquiry at the Metropolitan Opera House in New York elicited the information that every male singer of note not only smoked cigarettes without harm to their voices, but that on the contrary they have found their use beneficial.

The New York Medical Journal, of July 25, 1914, in an editorial on the subject of "The Luckless Cigarette," states that "it has been proved scientifically that cigarette smoking is not harmful." The writer adds with emphasis that "as to the paper of cigarettes, the attacks are simply preposterous." A great many authorities on the subject might be quoted in refutation of the statements sometimes made that cigarette smoking is responsible for crime, that it injures health and promotes various diseases, but those given will, we think, be sufficient to show that in the light of scientific research in this field, the bigotry and prejudice of so-called reformers who would deny the use of tobacco in any form to their fellow men are as unjustified as they are indeed cruel.

Among the other distinguished scientific and medical authorities quoted in the volume and who have found cigarette smoking absolutely harmless are the following:

Dr. H. W. Wiley, formerly head of the Pure Food Division of the United States Department of Agriculture;

Dr. Azor Thurston, of the Bureau of Drugs of the State of Ohio;

Prof. J. W. Mallet, University of Virginia;

Prof. Launcelot W. Andrews, University of Iowa;

Prof. Walter S. Haines, Rush Medical College, Chicago;

Cass L. Kennicott, City Chemist, Chicago;

D. B. Bisbee, Assistant City Chemist, Chicago;

Prof. James F. Babcock, Massachusetts College of Pharmacy;

Prof. Willis G. Tucker, formerly Analyst of New York;

Prof. K. B. Lehmann, of the Hygienic Institute of the University of Wurzburg;

F. W. Fairholt, F. S. A., author of "Tobacco, Its History and Associations";

Dr. H. Lambert Lack, Hospital of Diseases of the Throat, London; and

Dr. Leonard K. Hirschberg, of Johns Hopkins University.

The book is copiously illustrated, many photographs of prominent public men, shown with cigarettes in their hands, being reproduced. Thus we see Duca Degli Abruzzi, the Italian explorer, and Major-General Goethals, of Panama Canal fame, standing side by side, each holding a lighted cigarette of which they are fond. Both Emperor William of Germany and the recently deposed Czar Nicholas of Russia are shown smoking cigarettes to the enjoyment of which both have been accustomed for years. The King of Spain also is shown smoking a cigarette while on another page are seen the Crown Prince of Germany, with his entire staff smoking cigarettes as they rest during a lull in the battle on the Verdun front. Numerous photographs of soldiers in various sections of Europe enjoying their cigarettes and pipes are handsomely reproduced.

The writer shows that the cigarette plays a large part in war and that it is doing so in the present conflict in Europe. He states that cigarette smoking is absolutely essential to the comfort of the men in the trenches and stimulating to their valor. "By the simple act of lighting cigarettes," he adds, "the men who compose the rank and file of armies at crucial moments have been nerved to deeds of daring that were destined to decide the fate of a campaign and the fortune of war."

The French colony in Mexico sent thirteen tons of

cigarettes to their countrymen on the western front and the supply proved to be sadly deficient to meet the demand. The German Government provides each soldier with daily rations of two cigars and two cigarettes, or an equal amount of chewing, snuff or pipe tobacco. To all the appeals of soldiers for tobacco, Americans have made a more than generous response, they having sent more than twelve millions of cigarettes to the troops. The Over-Seas Club of London sent more than one hundred million cigarettes to the British troops in France. The various governments recognize the value of tobacco to the troops and so encourage tobacco gifts; all tobacco products are admitted to the various countries duty free.

While the use of tobacco by the troops is encouraged by the belligerent nations, it is a noteworthy fact that many have prohibited the sending of liquor to the men in the trenches. It being generally recognized that tobacco smoking, especially cigarettes, cheers men in crucial moments and spurs them on to deeds of heroism, the conclusion reached by experts who have studied this problem, that inasmuch as the greatest men of the world known to art, science and business have been and are smokers, there is certainly no better answer than this to the question of the relation of cigarettes to human efficiency, both physical, mental and moral.

Parting from the text of the Young book, attention may be called to some of the more recent public statements of eminent authorities, to wit:

In the New York "Sun" of January 18, 1917, appears an account of Samuel Shean, ninety years old, of Morris Park, L. I., who has used tobacco nearly all his life without suffering the slightest inconvenience.

In the Washington "Herald" of February 7, 1917, a press cable from London states that the wounded Serbian troops preferred cigarettes to anesthetics during serious operations.

In a press despatch to the New Orleans "Times-Picayune" it is announced authoritatively that the first demand made by wounded soldiers when brought to a hospital is for cigarettes, because, they said, it relieved their pain.

At the Tri-State Medical Association of the Carolinas and Virginia, held in Durham, N. C., on February 22, 1917, Dr. William S. Bainbridge, of New York, as reported in the newspapers, declared that tobacco was in no sense responsible for cancer.

Dr. J. K. Breitenbecher, Instructor in Biology, of Western Reserve University, is quoted in the Cleveland, Ohio, "Press" as saying that smoking was not injurious to health, because cigarette smoke kills the germs in the mouth and nose.

Richard Harding Davis, the famous author, is quoted in one of the leading tobacco journals as saying that soldiers on dangerous duty could withstand anything if permitted the use of cigarettes.

In an article published in the Detroit, Mich., "Tribune" September 16, 1917, it is announced that dying soldiers in the European war zone die happily if provided with cigarettes.

"Uncle Johnny" Helton, of Mt. Sterling, Ky., attributes his long life of one hundred and one years to the use of tobacco.

According to a despatch in the Boston "Post" on August 23, 1916, Mrs. Ellen Denny, one hundred years old, of Washington, Ind., attributes her long life exclusively to the use of cigarettes for more than eighty years.

That cigarette smoking is not injurious to football men is evidenced by the experience of John Overton, a Yale athlete, who, according to an article in the New York "Globe" on April 4, 1916, is an inveterate smoker of cigarettes, but which, he says, has been in nowise injurious to him.

Cigar Output Gains Sixty-six Million in February

The following comparative data of tax-paid products as indicated by monthly sales of various stamps and receipts from certain sources of revenue is obtained from the Statement of Internal Revenue Collections for the month of February, 1917:

Products.		Feb., 1916	Feb., 1917.
Cigars (large),	No.	546,966,667	613,606,839
Cigars (small),	No.	75,534,400	84,587,600
Cigarettes (large),	No.	2,002,825	1,726,725
Cigarettes (small),	No.	1,663,447,120	2,451,006,672
Snuff, manufactured,	Lbs.	3,209,480	2,757,530
Tobacco, Chewing and Smoking,	Lbs.	33,466,170	35,253,398
Playing Cards,	Packs	3,180,508	2,896,604

Note.—Porto Rican imports, February, 1917, included in above statement were as follows: 17,633,050 large cigars, 160,000 large cigarettes, and 630,320 small cigarettes.

Philippine imports for January, 1917 (not included in above statement), were as follows: 13,792,507 large cigars, 5,000 large cigarettes, and 678,472 small cigarettes.

Returns of a Brazilian Tobacco Company

The annual report for the year 1916 of the Brazilian tobacco manufacturing company "Companhia Grande Manufactura de Fumos 'Vedago,'" which is engaged in the manufacture of cigarettes and cigarette tobacco in the city of Rio de Janeiro, indicates a year of great prosperity, the total net profits being 1,325,000 paper milreis ($318,000 at 12d. exchange), equivalent to 53 per cent. on a share capital of 2,500,000 milreis ($600,000). After setting aside 5 per cent. of the profits for the reserve fund, 8½ per cent. as gratifications to the staff, 43 per cent. for the directorship and making reserves for the interest of outstanding obligations or debentures, amounts to 1,750,000 milreis ($420,000), and for taxes a dividend of 16 per cent. was declared. The total sales of the company for the year amounted to 5,705,622 milreis ($1,369,350) or nearly 31 per cent. more than during the previous year. The taxes paid to the government were 1,188,480 milreis (about $285,000).—"Commerce Reports."

Leaf Tobacco Notes

Two large barns of the American Sumatra Tobacco Company, at Westfield, Mass., were recently destroyed by fire, together with their contents of leaf tobacco. The loss is about $5000.

Hackett Brothers, of Buckland, Conn., the largest independent growers of tobacco on the east side of the Connecticut River, will change from growing their tobacco in the open and this season will produce leaf grown under shade.

The tobacco growers around Suffield, Conn., have been getting their tobacco seed cleaned and their tobacco bed frames in place, preparatory to seed planting the first week in April.

Owing to the unusual prices paid for tobacco during the past season, the bank deposits in western Kentucky have increased about forty per cent. in most cases, while some few banks have had their deposits doubled.

Harry Farnham, manager of the large tobacco plantation of Keiser & Roasberg, East Windsor, Conn., has purchased the same from the owners. The plantation consists of 200 acres, on which has been raised tented, primed and sun-grown tobacco.

The Stench of a Contemptible Slanderer is Repulsive Even to the Nostrils of a Buzzard

No history of trade records such contemptible schemes as practiced by some of our competitors in an effort to injure the sale of CAMEL cigarettes. Our investigation has revealed some startling facts.

When we first heard of the attacks we could not conceive of any company, man or set of men resorting to such unprincipled methods. The reports were so persistent we made an investigation which revealed to us a deep-laid plot to injure the sale of CAMEL cigarettes by circulating to jobbers, dealers and consumers falsehoods of the most damaging nature.

The way the plan was carried out is to us conclusive proof that it was not an inspiration of a few salesmen, but was thought out and planned by "men higher up" before being put into execution.

Usually the damaging falsehoods were circulated in various towns just prior to these markets being entered in a most aggressive way by competition, with the thought of picking the carcass that they hoped they would find in the trail of their malicious slander.

Dealers and jobbers generally have expressed indignation at such unprincipled methods which, they claim, were also damaging to their business. The slanderers were referred to as "tyrants having transformed themselves into skunks" and were spreading their fetid odor over the entire tobacco industry in their work of desperation.

We know the cowardly "sewer rats" who circulated these reports. Some of the methods of their scheme are as follows:

When one of the slanderers would see a group of men engaged in conversation he would approach near enough to be heard and remove from his pocket a newspaper published in a distant city and pretend to be interested in reading. Suddenly he would exclaim, "What do you think of this?" and then pretend to read an article of a damaging character about CAMEL cigarettes. After relating his falsehoods he would walk away, carrying the paper with him. You will note the newspaper from a distant city was always used, which was one of the efforts on the part of the slanderer to cover his tracks.

Some salesmen have even had the nerve to tell the trade that they had in their possession a newspaper containing a damaging article about CAMEL cigarettes, which was a base falsehood. Several dealers insisted upon seeing the article, but in each instance, of course, the salesman could not produce —the paper "either had been given to a friend," or "it was left at the hotel."

In at least one city where passengers are permitted to enter and leave both the front and rear doors of street cars, during the crowded hours one of the slanderers would board the car at the front end, and within a few blocks one of his same kind would get on the rear end. They would work their way back through the crowd until they got in talking distance near the center of the car, then salute each other as old friends and proceed, in a loud voice, to maliciously slander CAMEL cigarettes. After making their little speech they would catch an incoming car and carry on the same performance.

Slanderers dressed and posed as doctors and stationed themselves at the entrance and exit gates of large manufacturing plants and, as the employees were passing in and out, slandered CAMEL cigarettes.

Men were approached on the street by these slanderers under the pretext of asking for a match. While the stranger was producing the match the slanderer would ask him what cigarette he was smoking and, if the answer was CAMELS, this scoundrel would proceed to pour from his mouth malicious falsehoods in an effort to influence the smoker to change to some other brand.

Were such unprincipled methods ever practiced before to injure a legitimate business? We do not think so.

We regret that, for self-protection, we found it advisable to expose the methods employed by some competitors, as we are proud of our business and would much prefer that jobbers, dealers and the public not know that any one connected with the tobacco industry would practice such unprincipled methods. Since we exposed the unwarranted attacks on CAMEL cigarettes, those who circulated the falsehoods are now being bathed in their own malicious slander.

The success of CAMEL cigarettes inspired the campaign of malicious falsehoods. It was only a few years ago that we entered the cigarette industry and competition soon realized that they were unable to combat our progress, notwithstanding that they invested enormous sums of money in various forms, including expensive gifts and other schemes, all of which we gladly accepted as a legitimate competition and fully enjoyed as a business pleasure.

The success of CAMEL cigarettes is due to our policy of manufacturing the best products that we know how and marketing them by the open-door policy. We welcome competition of a legitimate nature. This not only makes business a pleasure, but extremely interesting.

CAMEL cigarettes enjoy the largest sale of any brand in the world. Their sale is constantly increasing. During 1916 and up to the present time the increase is greater than the total sale of any other brand of cigarettes for the time stated, which is a testimonial of millions and millions of smokers for CAMEL cigarettes.

Now that the methods of malicious slander have been exposed, jobbers and dealers know that envy and jealousy prompted the unprincipled campaign of malicious falsehoods.

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

Interesting Advertising

FRANK FINNEY in "Profitable Advertising" tells what interesting ads are. I will tell you, he says, what good, interesting advertisements are. Interesting advertisements will snatch the name of an obscure, unknown product from its isolated hiding place and brand it in the minds of these whole eighty millions of people in the short space of a few weeks, i. e., make it the sensation of the hour and jump the sales far beyond the capacity of the mill. Here are some examples:

There lived a modest little man in the land of cherry blossoms by the name of Kuroki. The world never heard of the name Kuroki until the battle of Yalu. Instantly, as if by magic, the name and the fame of the great General Kuroki, hero of Yalu, were clicking from every telegraph instrument in the whole world. Instantly, as if by magic, every newspaper in the civilized world was telling the tale of the daring deeds and the martial genius of the great General Kuroki, hero of the battle of the Yalu. And the name of Kuroki, the unknown, instantly became the chief talk in every store, in every factory, in every home, in the whole civilized world. And what lifted this unknown name, Kuroki, from darkest obscurity to worldwide publicity in the short span of a few hours? Interesting advertisements.

Then there lived in the land of the rising sun another small, modest, unknown man, by the name of Togo. One morning a great Russian armada appeared on the horizon and tried to sail through the Straits of Japan, and Admiral Togo sent the whole armada to the bottom. Instantaneously every telegraph wire in the whole world was sparkling with the name and fame of the great Admiral Togo, hero of the battle of the Sea of Japan. Instantaneously every newspaper in the civilized world was black as night with headlines telling the tale of the cunning and the strategy and the naval genius of the great Admiral Togo, hero of the battle of the Sea of Japan, which name a few hours before was practically unknown, unheard of, by the civilized world. And what hurled this unknown name, Togo, so instantaneously from behind the scenes to the center of the world's great stage? Interesting advertising.

Though many months have passed since this spectacular war came to an end, I venture the prediction that there's hardly a man who can't readily recall the name of every hero who led the Japanese to victory.

On the contrary, I'll venture there's hardly a man who can remember the name of a single leader of the Russian forces. Why? The Japanese were advertised with interesting advertisements. The Russians were advertised with uninteresting advertisements.

And do I hear you say it yet, "What good are interesting advertisements?"

Well, let me ask you, "What good are uninteresting advertisements?" Millions of dollars may be spent on uninteresting advertisements with no result, save the result obtained by the sales department or the result obtained by the cleverness of the product itself.

The same millions spent on interesting advertisements will snatch the name of an obscure unknown product from its isolated hiding place and brand it in the minds of these eighty millions of human beings within the short span of a few weeks or a few months. The same millions of dollars spent on interesting advertisements will snatch the name of an unknown product from its obscure hiding place and make it the sensation of the hour and jump its sales far beyond mill capacity, and all within the short span of a few weeks or a few months.

And it matters not whether the name Kuroki, Togo, Bryan, Lawson; or soap, talcum powder, shoes, or pork and beans. All that is necessary is interesting advertisements. We have the same newspapers, i. e., the same vehicles, that so successfully and instantaneously transplanted the names of Kuroki, Togo, etc., from obscurity to every mind in the civilized world. All we need is advertisements as interesting as theirs were.

Deaths in the Trade

Max Wedeles Dies After Brief Illness

MAX WEDELES, president of the Max Wedeles Tobacco Company, manager of the Planters' Sumatra Company and a director of the First National Bank of Quincy, Fla., died recently at his home in that city, following an attack of heart trouble. Mr. Wedeles was taken ill on Sunday and died on the following Tuesday, the 20th.

Mr. Wedeles, who was forty-seven years of age, was born in Austria and came to America when seventeen years old. He spent some time in Chicago and then, when twenty-five years old, removed to Quincy, Fla., and engaged in the tobacco business under the name of Taussig & Wedeles. Later it was Wedeles Brothers, but more recently it has been the Max Wedeles Tobacco Company.

The deceased was one of the largest planters and growers of tobacco in Gadsden County and had recently enlarged his packing house to care for the greatly increased business. Mr. Wedeles had served several terms as alderman and earned a reputation for being conscientious and efficient.

By his fair methods of dealing Mr. Wedeles built up a splendid business in Gadsden County. His friends characterized him as being broad-minded and liberal, quick to see a point and quick to act. His opinions were always considered valuable, as he was competent to form opinions and his judgment was seldom wrong.

The deceased was buried on the 22d at Bainbridge, Ga. He was a member of Washington Lodge No. 2, F. and A. M., and the Quincy Lodge of Elks. A widow, one son and two daughters survive.

William Miller

William Miller, a former tobacco merchant of Dayton, Ohio, died recently as a result of a stroke of apoplexy at his home, 356 Fourth Street Arcade, that city. He retired from business about two years ago. He is survived by a maiden sister, who lived with him.

Charles F. Parent

Charles F. Parent, for twenty-eight years in the employ of the Scotten-Dillon Tobacco Company, died recently at his home in Detroit, Mich., at the age of seventy-four years. Mr. Parent was born in Sandwich, Ont., but had been a resident of Detroit and Grosse Isle for the past fifty years. The deceased is survived by a widow, two sons and four daughters.

B. A. Wallingford, Sr.

Buckner A. Wallingford, Sr., aged eighty-two ye. . a retired tobacco merchant of Maysville, Ky., died rec ly. He retired from business some years ago on account his health. The deceased is survived by a daughter and a on.

Samuel Kautz

Samuel Kautz, of Georgetown, Ohio, formerly p ni-nent in the burley tobacco trade and widely known in in-cinnati, died recently at the age of sixty-two. He had en prominent in Democratic political circles.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Special Notices.

FOR EFFICIENT COLLECTION SERVICE, send your slow and bad accounts to Fulton Mercantile Agency, Newark, Ohio.

Salesman Wanted.

CIGAR LABEL SALESMAN WANTED—By New York lithographer turning out high-class work only. One with some experience preferred. Apply with full particulars to Box 208, "The Tobacco World."

For Sale.

FOR SALE—Miller, DuBrul & Peters tobacco cutting machine; also 11,000 private cigar labels. Effenger M. Erb, Boyertown, Pa.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

The Functions of the Trade Paper

I think the trade papers are going through the same evolutions that magazines went through years ago—educating advertisers to see the business value of spending time and thought talking to readers.

Dealers are not a lot of mules, as some advertisers seem to think. They are alive to good, new merchandise, and it is merely a businesslike deference to their intelligence to advertise to them first. After distribution has been fairly well established, then the campaign to consumers will both move the goods faster and help to stock in other dealers.

The trade paper advertising makes it a safer risk for the jobbers to take hold, and thus the new product is skidded along to success in quick, safe grooves without the bumps that are frequently given to new products by over-enthusiastic but premature advertising.

I have known manufacturers being spoiled for all time as advertisers by the unintelligent persuasions of some advertising agent whose lack of knowledge of merchandising conditions made him incapable of comprehending the costliness of his impracticable advice to jump into a campaign to the public the very next month.

One case I know of was that of a manufacturer in the textile line, who practically decided to spend a large sum advertising his goods, according to a plan laid before him by an experienced advertising agent.

When he told his plans to a seasoned veteran in trade-paper textile advertising, it didn't take long to point out how utterly impractical it was to begin on the consumer at once, with the season, style and distribution conditions as they were.

Naturally, when the advertising agent's plans were temporarily set aside, he was angry, and desired to warn the advertiser that if he didn't look out, the trade papers would "hog" all his money. But in this case it is safe to say that the trade paper advertising saved that advertiser to the magazines by safely solving his dealers' and distributing problem, the lack of which was pretty certain to have spelled failure.

Probably there are trade papers which would endeavor to "hog" an advertising appropriation, but the responsible ones are not so narrow; neither are responsible advertising agents.—H. M. Montgomery in "Printers' Ink."

A fire in Council Bluffs, Ia., which destroyed four buildings with a loss of $200,000, included the wholesale and retail cigar store of Gunnoude & Zermeuhlen.

Some Things to Think About

If money is so slippery that you can hardly keep hold of it when you are watching it all the time, how can you expect to get some enormous return for money which you invest in some far-away scheme, which you probably never will see and which is absolutely beyond your control?

If you consider yourself as a worm of the dust you must expect people to trample on you. If you make a doormat of yourself, people are sure to wipe their feet on you.

There is no disgrace in failing, if you have done your best, and if you are still facing toward your goal. But your failure will be a disgrace if your back is turned toward your goal.

Trust your employees and they will trust you; believe in them and they will believe in you.

Have nothing to do with people who dramatize their woes.

"Radiate a sunny self-trust, and make whatever you touch luminous."

It is grip and grit that conquer success; not alone the vigor with which one takes hold of his task, but also the doggedness with which he holds on after he has taken hold.

If you are not doing good with the little you have; if you are not making the most of it, you may be sure that you are not likely to do the great good that you think you will when you get a lot of money.

After one has once felt the joy, the exhilaration, the infinite peace and satisfaction which come from the exercise of his highest faculties, he cannot be satisfied ever again to grovel by the exercise of his brute faculties.

"It is the young man whom labor can not weary nor enemies scare, nor drudgery disgust; who confronts reverses with an unflinching front; who can neither be turned aside from his settled purpose by the world's dread or laugh, nor by its scorn or its frown, who makes his mark."

When a man gets religion aright his horse soon finds it out.

Some people are like a million-dollar check on a ruined bank. They look big, they promise great things, but you cannot cash them.—"Success."

The Deisel-Wemmer Company has completed arrangements for opening a cigar factory at the corner of Fayette and Main Streets, Celina, Ohio. It expects to employ about 100 hands.

In the News

The St. John Cigar Company, of Muncie, Ind., has filed a preliminary certificate of dissolution.

Myron Fuller and his son Reuben have recently purchased the cigar stock of J. G. Bock, Fairbury, Ill.

V. Eriksen & Company, Ferndale, Cal., have recently sold the Red Front cigar store to Chester A. Hansen, who took possession on March 7.

It is understood that the Louis Newburgh Tobacco Company, of Cincinnati, Ohio, is willing to open a branch factory in Richmond, Va., if between 75 and 100 hands can be secured.

Portland's (Ore.) oldest cigar concern, Sig Sichel & Company, has leased the store at 347 Washington Street, that city, and will shortly open the company's headquarters in that location.

John Huber, for the past ten years with McInerny & Doran's cigar store, South Bend, Ind., has resigned from that firm and has purchased the Weiss cigar store, 1809 South Michigan Street, that city.

Roy Blanchard has bought out the interest of his partner, Harry Lerner, in the Central cigar Store, at 503 South Main Street, Elkhart, Ind. Until several months ago the store was operated by Samuel Unger.

Charles Keswetter has recently purchased the cigar manufacturing business of J. W. Odor, of Carthage, Mo., including the well-known "Red Ball" brand. Mr. Keswetter will transfer the business to his own factory.

The Seminole Cigar Company opened its new store at the corner of Broadway and Collinsville Avenue, East St. Louis, Ill., on March 10. Eddie Carr, the proprietor, presented each customer with a carnation on that day.

Calif Smith, eighty-two years old, owner of the cigar stand in the old Chamber of Commerce Building, Minneapolis, Minn., died recently. Mr. Smith, who was blind, had been ill at his home for some time prior to his death.

The Gross Brothers' Cigar Company, Nashville, Tenn., has recently filed application for a charter. The capital stock is $25,000. The incorporators are J. P. Gross, I. A. Gross, Harry Gross, W. D. Hughes and W. H. Koch.

The Ranney & Scellers cigar store on First Avenue, Cedar Rapids, Ia., has recently been purchased by three young men who have been with the company for a number of years. They are Barney McPartland, Tom Conley and Tom Ryan.

Wesley R. Weaver has recently purchased the interest of his partner, Arthur C. Miller, in the Lincolnway cigar store, La Porte, Ind., and thereby becomes sole proprietor. Messrs. Miller and Weaver purchased the store about a year ago from Sam Unger.

Albert E. Tracke, Little Falls, N. Y., who has conducted a wholesale tobacco and confectionery business in that place for the past nine years, will withdraw from that business and enter the automobile field. He has recently secured the agency for the Dodge car.

Officers Elected by Independent Tobacco Manufacturers

At the annual meeting of the Independent Tobacco Manufacturers' Association, held recently in Washington, D. C., the following officers were elected for the ensuing year:

President, J. A. Bloch, Wheeling, W. Va.; vice-president, Wood F. Axton, Louisville, Ky.; secretary and treasurer, Rawlins D. Best, Covington, Ky.

Executive Committee.—Benjamin Pearson, Byfield, Mass., chairman; William T. Reed, Richmond, Va.; John J. Bagley, Detroit; C. M. Schmitt, Milwaukee, George Myers, Dubuque.

Membership Committee.—C. G. Boalt, Cincinnati, chairman; Carl Walters, Milwaukee; L. A. Whalen, Rochester, N. Y.; Henry Wichand, Wilkes-Barre, Pa.

Legislative Committee.—William T. Reed, Richmond, Va., chairman; Hugh Campbell, Richmond, Va.; L. Warwick Brown, Utica, N. Y.

Something New

With the advent of spring the dealer very naturally bestirs himself, and in view of the near proximity of the season of the year when people move about with a greater degree of freedom, he looks carefully into his stock with the object of seeing that he is well prepared for the hoped-for inroads upon it. While, on the one hand, the regular favorites are carefully borne in mind, the enterprising storekeeper is always on the outlook for new ideas and fresh novelties to draw the eye and tempt a transfer of the dollars and cents from the pockets of his customer to his own cash register drawer. It can never be too often repeated that the dealer who stands still is doomed to remain a business mediocrity. He may make a living, it is true, but any extent of expansion is well nigh hopeless. Now, as in the days of old—perhaps more than ever, nowadays—people crave for something new, and it is up to the dealer to gratify their wishes; call them whims, if you like, but never mind so long as the articles in demand are sellers and money-makers. Furthermore, some of the new lines are not infrequently the ways by which new business is attracted to the store.

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Business Opportunities Page.
Try it.

Tobacco Merchants' Association Registration Bureau

BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

QUENTIN DE LA TOUR:—40,133. For cigars. March 12, 1917. H. Derksen & Sons, Oshkosh, Wis.
BEAVER:—40,134. For cigarettes only. February 21, 1917. G. S. Nicholas & Son, Ltd., New York City.
CHI-ONE:—40,135. For cigars, cigarettes and tobacco. March 1, 1917. Moehle Litho. Co., Brooklyn, N. Y.
RAMON DU VAL:—40,136. For all tobacco products. March 12, 1917. American Lithographic Co., New York City.
SCHAGRIN & ROSEMAN'S SHEET & TUBE STOGIES:—40,138. For stogies. February 15, 1917. Schagrin & Roseman, Youngstown, O.
VAN GELD:—40,140. For all tobacco products. March 3, 1917. American Lithographic Co., New York City.
PRIVATE SIGNAL:—40,140. For all tobacco products. March 17, 1917. American Lithographic Co., New York City.
HIGH TWELVE:—40,142. For cigars, cigarettes and snuff. February 10, 1917. F. M. Walters, Westmont, N. J.
WHITE FOWL:—40,143. For cigars and stogies. September 27, 1917. H. W. Lewis Cigar Company, Belmont, O.
ARIZONA SPECIAL:—40,144. For cigars. March 7, 1917. Dixon Fagerberg, Prescott, Ariz.
THREE TIMES:—40,145. For all tobacco products. March 22, 1917. American Tobacco Co., New York City.
DAHLMAN'S:—40,146. For cigars. March 21, 1917. Dahlman Cigar Co., Denver, Col.
LA BRAVENCIA:—40,147. For all tobacco products. March 14, 1917. Pasbach-Voice Litho. Co., New York City.
SCHULTE'S TRUMP:—40,148. For cigars, cigarettes and tobacco. February 20, 1917. D. A. Schulte, Inc., New York City.
SCHULTE'S TRUMPS:—40,149. For cigars, cigarettes and tobacco. February 20, 1917. D. A. Schulte, Inc., New York City.
SEAL OF PHILIPPENA:—40,150. For smoking tobacco, cigars and cigarettes. March 15, 1917. Abraham F. Zeigler, Lansdale, Pa.
LA CROLITA:—40,151. For all tobacco products. March 14, 1917. The Moehle Lithographic Co., Brooklyn, N. Y.
TREATY STONE CLUB:—40,157. For all tobacco products. March 19, 1917. The Moehle Lithographic Co., Brooklyn, N. Y.

TRANSFERS.

MI HONRA. Registered (Mi Honorado) February 6, 1911, by Klingenberg Bros., who transferred to Shapiro, who transferred to E. J. Lieb, New York City.
DAN O'BRIEN:—35,175. For cigars, cigarettes, cheroots and tobacco. Registered by D. P. O'Brien, Buffalo, N. Y., on October 12, 1908, and transferred to the Dan O'Brien Cigar Co., Buffalo, N. Y.
ACTOR'S FUND. For cigars. Registered May 5, 1889, by T. J. Dunn & Co., Philadelphia, Pa., who transferred to the American Exchange Cigar Co., New York City.
JOHN HAMPDEN:—28,843. For cigars, cigarettes, cheroots and tobacco. Registered in Tobacco Journal May 6, 1904, by Heywood, Strasser & Voigt, who on March 21, 1917, transferred to the S. R. Moss Cigar Co., Lancaster, Pa.
LA ADMIRABLE:—25,977. For cigars, cigarettes, stogies, cheroots, chewing and smoking tobacco. Registered in Tobacco World, May 10, 1913, by J. A. Shuhart & Co., York, Pa., and on March 9, 1917, transferred to E. Regensburg & Sons, New York, after mesne assignments.
ADD tRAnsfers OFFICE
TIP AND TUCK:—4,505. For cigars. Registered March 30, 1887, by Geo. Schlegel, New York City, who transferred to Highland Cigar Co., and they on March 9, 1917, transferred to Perfecto Cigar Co., Columbus, O.
TECK & HECK. For cigars, cigarettes, cheroots, stogies and tobacco. Registered by Highland Cigar Co., and on March 9th transferred to the Perfecto Cigar Co., Columbus, O.
IGNACIO HAYA:—38,833. For cigars, cigarettes and tobacco. Registered September 8, 1914, by Sanchez & Haya, and transferred February 15, 1917, to name of Mrs. Fannie Haya.
BON VOYAGE. For cigars, cigarettes and tobacco. Registered December 12, 1899, by Schlegel and by several transfers acquired by Charles & Co., New York City, on March 14, 1917.
MAXWILL. For cigars. Registered February 22, 1917, by Heywood, Strasser & Voigt Litho. Co., and on March 15, 1917, transferred to Max Gartman, Philadelphia, Pa.

TASTEFUL:—36,081. For cigars, cigarettes and tobacco. Registered October 29, 1910, by Geo. Schlegel, New York City, and transferred to Highland Cigar Co., who on March 9th in turn transferred to the Perfecto Cigar Co., Columbus, O.
HI-SE-CO:—34,012. For cigars, cigarettes and tobacco. Registered September 5, 1907, for the Highland Cigar Co., who on March 9th transferred to the Perfecto Cigar Co., Columbus, O.
343 HIGHLAND'S CLUB HOUSE:—35,519. For cigars. Registered October 8, 1909, by Highland Cigar Co., and on March 9th transferred to Perfecto Cigar Co., Columbus, O.
MONTE LEO. For all tobacco products. Registered by American Litho. Co., and transferred March 9, 1917, ctf. No. 40,044 T. M. A. to M. Sacks & Co., New York City.

C. F. Hanssen to Erect New Factory in Davenport

The C. F. Hanssen Cigar Company, of Davenport, Ia., has recently announced that it will erect a new cigar factory at 517 West Third Street, that city, to cost approximately $7000. The new building will be of two-story brick construction. It will be 34 by 70 feet. With the new factory completed, the firm will be able to add additional hands, as the present factory at 421 Fourth Street is working to capacity.

A petition for incorporation has recently been filed by the A. G. Abraham Company, of Moline, Ill., to manufacture and deal in cigars and tobacco. Capital stock, $150,000. The incorporators are A. G. Abraham, G. A. Shallberg and N. D. Rosenfield.

GUMLESS BANDS
SANITARY AND EFFICIENT
FINEST IMPORTED
Cigar Bands and Labels
GARRETT H. SMITH
United States and Canadian Representative
Compañia Litográfica de la Habana, Habana, Cuba
106 EAST 19th STREET, NEW YORK CITY
Telephone, Gramercy 4880

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)
Growers, Packers and Dealers in **Leaf Tobacco**
Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

A. Cohn & Company
Importers of Habana and Sumatra, Packers of Seed Leaf Tobacco and Growers of Georgia Sumatra
142 Water Street, . . . New York

Established 1870 Factory No. 79
S. R. KOCHER
Manufacturer of Fine Havana and Domestic Cigars
and Packer of Leaf Tobacco
Leading brands—"Volitta," "Quaker," "Nabobs," "1-4-5," "Havana Cream," "Imperial Beauty," "Little Yara"
Correspondence with wholesale and jobbing trade invited
Factory and Offices: WRIGHTSVILLE, PA.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

JULIUS MARQUSEE, 141 Water Street, New York
Packer and Dealer in All Grades of Seed Leaf Tobacco
TELEPHONE 3956 JOHN

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

CARDENAS y CIA Cable Address, "Nasdecar"
Almacen de Tabaco en Rama
SPECIALTY—VUELTA ABAJO AND ARTEMISA
124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

The Standards of America
Lorillard's Snuff, : Est. 17[illegible]0
Rail Road Mills Snuff, Est. 18[illegible]5
Gail & Ax's Snuff, : Est. 18[illegible]1
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New Y[illegible]

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-in-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 13 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

For Genuine Sawed CIGAR BOXES, Go to Established 1880
Keystone Cigar Box Co., Sellersville, Pa.
Our Capacity for Manufacturing Cigar Boxes is Always Room for One More Good Customer
MONROE D. SELLERS, SELLERSVILLE, PA.

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

Michaelsen & Prasse
Commission Merchants
Leaf Tobacco & Cigars
18 Obrapia Street, Havana, Cuba
Address: Cable "UNICUM" P. O. Box 25

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

26TH STREET & 9TH AVENUE, NEW YORK

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CIGAR BOX LABELS
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WESTERN OFFICE
179 West Washington St., Chicago, Ill.

CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

PHILADELPHIA OFFICE
322 Chestnut Street

SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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IRREGULAR PAGINATION

HEYWOOD, STRASSER & VOIGT LITHO. CO.
25 STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
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American Lithographic Co.
NEW YORK

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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
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170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR LABELS of HIGHEST QUALITY
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WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

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INTENTIONAL SECOND EXPOSURE

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the who Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

1117 Broadway
New York

J. Peterson
PRESIDENT

A New Window Trimming Book

¶ The most useful window trimming book that has yet been offered to the public.

¶ This book contains a total of 150 background drawings and a number of small detail sketches.

¶ The first half of the book has the displays arranged in the order in which they should be installed.

¶ The backgrounds are arranged in such a way that anyone can follow them out.

¶ The editor has had more than twenty-five years' experience in every phase of window trimming and it has taken ten years' continuous work to prepare the drawings. Every merchant should possess a copy of "SHOW-WINDOW BACKGROUNDS". **Prepaid, $1.50.**

Tobacco World

236 Chestnut Street Philadelphia

Mr. Dealer—This Sign on Your Window —

JOHN RUSKIN CIGAR 5¢

[Sign—red and ——]

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at **5¢** and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.
The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

The Topic of Today

To some it's The War,
To some it's The Approaching Base Ball Season
To some it's The Easter Fashions
To the man who knows it's that Good Clear Havana Cigar

ALL THE TIME IT'S HIS

Topic

THERE'S LOTS OF TOPIC FOR DISCUSSION
THERE'S ONLY ONE TOPIC TO SMOKE

BOBROW BROS., Philadelphia

LIBRARY
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THE TOBACCO WORLD

APRIL 15th
1917

Leading Features

Tobacco Industry Marked Up for Sixty Millions of Two Billion War Tax

Cigar Manufacturers Have not Raised Prices Enough Says President of Leaf Association

Messrs Eisenlohr Donate Palatial Yacht "Miramar" to United States Government

Relations of Jobber and Retailer

Charles Soby Sells Out Wholesale Business

Tobacco Firms Gain Despite High Costs

"John Ruskin" Cigars in Waco, Texas

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881 Vol. XXXVII No. 8

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO — J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

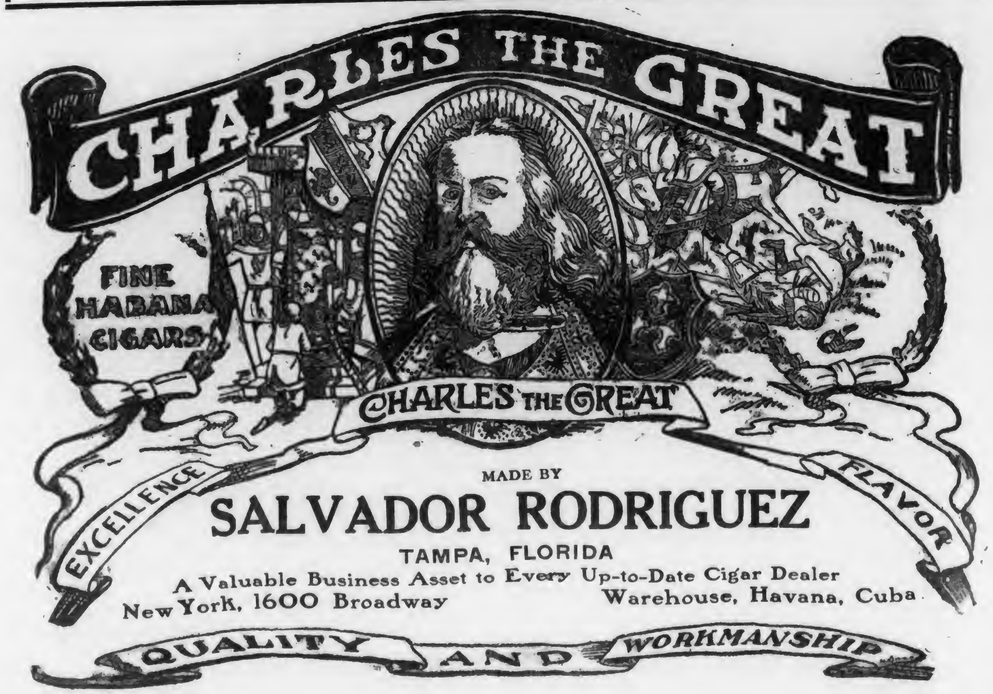
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

TRADE MARK
Reg. U. S. Pat. Office

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



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HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

La Flor de Portuondo

"EL GRANDE"

The Juan P. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

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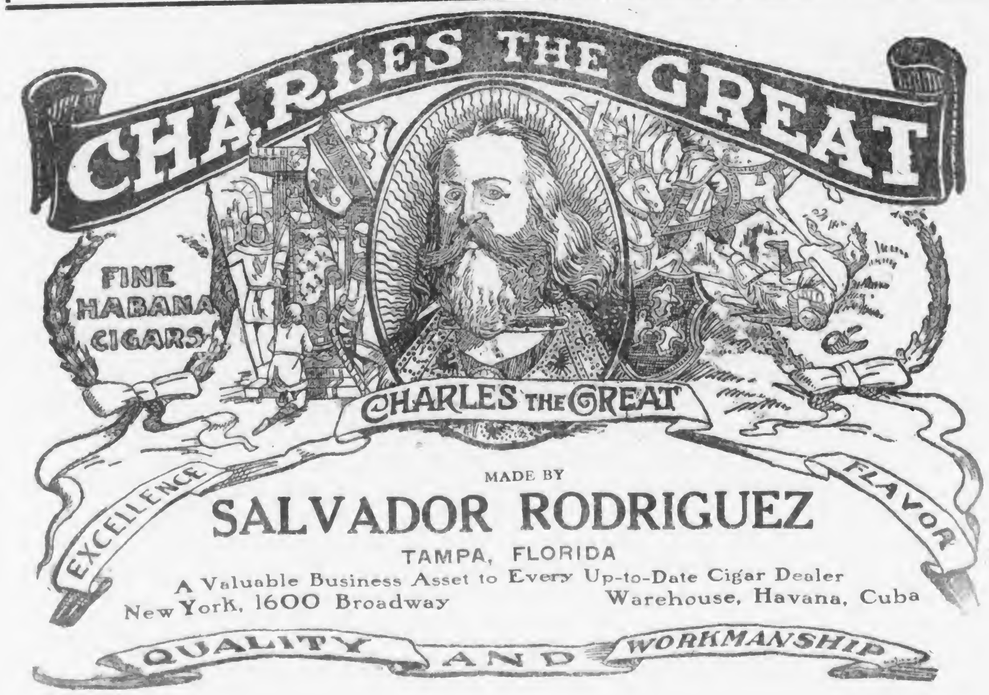

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SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

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HAVANA CIGARS

Highest Quality
Best Workmanship

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H. UPMANN HABANA

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Factory No 1 — Tampa. Fla.

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A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each. Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

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E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD — By Which Clear Havana Cigars Are Judged

1867 GATO 1873

Write for Open Territory

Factory: Key West, Fla. — New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

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Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

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47 West Sixteenth St. — New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK — FACTORY TAMPA FLORIDA — WAREHOUSE LEALTAD 129 HAVANA

G. S. Nicholas & Co.

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DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

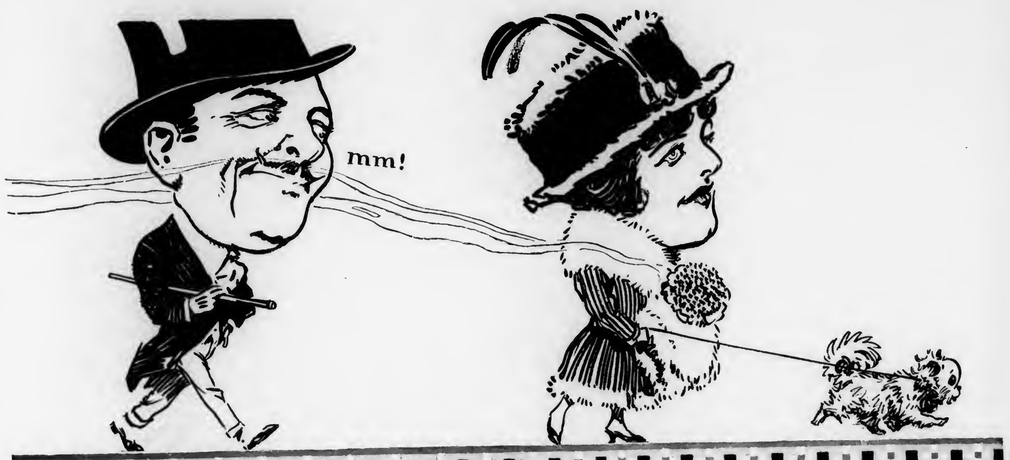
U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR



HOW do you know she's wearing your violets?

"Your Nose Knows"

You sent them because of their *fragrance*. And how personal the message you expect that fragrance to convey. How perfectly you trust it. Trust likewise your sense of *fragrance* in choosing your tobacco. Depend upon it. It will never deceive you. A tobacco with a *pure fragrance* will always satisfy—"Your Nose Knows."

Such a tobacco is

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

Its *pure fragrance* is the pure fragrance of Nature. The rich, ripe, Burley leaves of which Tuxedo is blended are the sunshine tips of the best plants of Old Kentucky. Their *pure fragrance* is the soul of tobacco—"Your Nose Knows."

Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment.

"Your Nose Knows"

Guaranteed by
The American Tobacco Co.

5 cent BAGS
10 cent TINS
HALF and FULL POUND GLASS HUMIDORS

One of the Current TUXEDO magazine advertisements

We are *proud* of STAG.

And your customers will *like* STAG.

Because STAG is the ripened product of "156 years' experience in making good tobacco!"

You lay a smooth, firm road to loyal patronage when you recommend STAG.

STAG *backs* you up!

EVER-LASTING-LY GOOD

LIPSCHUTZ'S
44
CIGARS

"44 Cigar Co." Philadelphia

Of Interest to Pipe Dealers

At 50 cents and up, a WDC pipe made of genuine imported French briar affords a better profit to wholesaler and retailer—

And gives the smoker a pipe well worth every cent he pays for it!

In spite of the difficulties in procuring genuine French briar, WDC pipes are being supplied in their usual high quality and finish and are being nationally advertised to pipe smokers, at retail prices of 50 cents and up. The WDC triangle trademark is proof of highest quality and satisfaction. Stock the advertised lines listed below and cash in:

WELLINGTON to retail at **50 cents and up**
BRIGHTON to retail at **50 cents and up**
WINDSOR to retail at **75 cents and up**
STRATFORD to retail at **$1.00 and up**
WDC Hand Made to retail at **$1.50 and up**

WM. DEMUTH & CO.
New York

WDC
TRADE MARK

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

TO THE PROGRESSIVE RETAILER!

YOU are interested in knowing that the retail cigar business has a future. Possibly at no time in its history has the cigar industry, as a whole, presented a more favorable aspect or resolved itself on more legitimate lines.

Although the cost of tobaccos and materials entering into the production of cigars has increased considerably, nevertheless the manufacturers of standard brands have realized that in order to improve and standardize the craft, a higher wage scale must prevail.

All of this marks a new era in the history and development of the cigar industry in its entirety and the turning point in the career of the progressive retailer.

Being deeply interested in your success in building a strong and lasting business we feel it within our province to suggest the method by which you may receive every advantage so justly due you.

Three factors enter into the successful conduct of your business:

1. Store Location
2. Your Personality
3. Quality Merchandise

Trade naturally flows your way if you have a good location, and your personality cannot be discounted, but the real big, vital asset in attracting and permanently holding your trade is Quality Merchandise.

How better then can you permanently establish yourself with the consumer who is rapidly being educated to an appreciation of values, than by recommending standard brands of cigars, which are advertised?

General Cigar Co., Inc.
NEW YORK CITY

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

Because we have produced a genuine clear Havana cigar that pleases many smokers of high-class goods you will find one or more of the San Martin & Leon brands constantly in stock in many of the better class of cigar stores, cafes and clubs throughout the country.

"Flor de San Martin & Leon", "Hoyo de Cuba" and "El Briche" are brands made by us under Government supervision in a bonded factory. Into these cigars are put the finer qualities of Cuban leaf grown on our own plantations on the Island of Cuba.

You can profitably better your trade by stocking one or more of these brands.

San Martin & Leon
Tampa, Florida
Member Tobacco Merchants' Association

Going big—bigger—biggest! Not simply here and there but everywhere. What? FRAT.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.
Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

"LA MEGA" MADE IN BOND
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place Alexandria, Rue Cheriff Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grouse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, APRIL 15, 1917. No. 8.

CIGAR MANUFACTURERS NOT FULLY PROTECTED BY PRICE INCREASES

President Mendelsohn Warns That Fortunes May Be Lost in Industry if Adequate Price Adjustment Is Not Made—Suggests Convention for Discussion of Subject

IN his annual address to the trustees and members of the Leaf Tobacco Board of Trade of the City of New York, President Joseph Mendelsohn strikes a warning note to cigar manufacturers by calling their attention to the fact that they have not raised prices sufficiently to adequately protect themselves. He states that increases cover only a fraction of the increased cost of the cigar manufacturer's raw materials and warns that fortunes may be lost if some adjustment is not quickly made.

President Mendelsohn says further that a continuation of the present haphazard methods of selling cigars will not only impoverish the manufacturer but will deprive him of credits as merchants will be unwilling to sell him goods when he knows that they are used in a product sold at less than cost.

The suggestion is offered that a convention be called for a serious discussion of the subject with the object of establishing a scale of prices that will give needed relief.

The president's address is as follows:

"Kaleidoscopic changes have characterized the leaf tobacco trade during the past year. Scarcity of merchandise has caused prices to soar, demolishing high water marks of former days, and prophecies that the limit has been reached have only been answered by new high levels, until one wonders when this situation will find its climax.

"It is true that the supply falls mightily short of the demand, but it is also true that a great quantity is absorbed by the largest interests, and it is said that they have stored up supplies to last for a long period, while the largest number of manufacturers are reduced to a hand to mouth supply, entirely inadequate to ward off much longer a situation which spells ruin.

"The manufacturers have not adequately protected themselves by raising prices sufficiently; advances made cover only a fraction of the increased cost of their raw material, ignoring the higher prices they have to pay for labor, boxes, labels, etc., and it is quite clear, with no relief in sight, that fortunes will be lost unless the cigar prices are quickly and substantially adjusted to conform to the conditions. It would be well if the cigar manufacturing industry were to call a convention for a serious discussion of this subject, with the object of establishing a scale of prices which will give them the needed relief.

"To continue in the haphazard manner in which the selling of cigars has been carried on, will not only impoverish the manufacturer in a time when he is surrounded with prosperity, but it will also deprive him of such credits which are needful to carry on his business. No merchant will continue to sell his merchandise when he knows that it is used in cigars that are sold at less than cost.

"It might be well to give this subject serious consider-

(*Continued on Page 18*)

SIXTY MILLIONS SUGGESTED AS INDUSTRY'S SHARE OF WAR TAXES

New Sources of Taxation Figured to Raise $1,807,250,000, One-half of Estimated Cost of War for One Year—Other Half to Be Raised by Bond Issue—Double Tobacco Taxes

THE suggestions made by Secretary of the Treasury McAdoo to the Senate Finance and the House Ways and Means Committees regarding possible new sources of taxation to raise $2,000,000,000, or one-half of the estimated cost of the war for the first year, include a contribution by the tobacco trade of about $62,000,000.

The different branches of the industry are figured to raise the following amounts:

Smoking and chewing tobacco,	$25,000,000
Cigarettes,	17,000,000
Cigars,	11,600,000
Retail dealers in cigars, etc.,	4,800,000
Wholesale dealers and jobbers,	2,500,000
Snuff,	1,000,000
Total,	$61,900,000

The Secretary's schedule would double rates on cigars weighing more than three pounds a thousand, cigarettes weighing less than three pounds a thousand, snuff, smoking and chewing tobacco.

Wholesale dealers including jobbers and retailers who are now not taxed would be taxed $25 and $6 a year, respectively.

By following these recommendations it is proposed to raise half the estimated war cost of the first year, $1,807,250,000.

Outstanding in the suggestions are greatly increased income and excess profit tax rates, taxing of many imported articles now admitted free, and stamp, liquor, amusement, sugar, coffee, tobacco, soft drink, freight and passenger transportation receipt and motor car taxes. All the data is sent to Congress for its information without recommendation.

Probably the most far-reaching proposal concerns income taxes. The Secretary estimates that a fifty per cent. increase on individuals and corporations for 1916, collectable in June, would yield $165,000,000 additional.

For 1917 he points out that to lower the income tax exemptions from $3000 to $1500 for unmarried persons, from $4000 to $2000 for married persons, to leave the normal tax at two per cent., but to raise the supertaxes materially would make the law produce $340,000,000 additional in June, 1918, without changing the corporation tax.

The highest rate on supertaxes under the plan outlined would be forty per cent. of all incomes above $1,000,000.

Other sources, the Secretary believes could be made to yield additional income, as follows:

Taxes on articles now admitted free, $206,000,000; freight transportation receipts, $100,000,000; excise tax on sugar, $92,000,000; refined petroleum, $75,000,000; stamp taxes on theatre, baseball and other amusement tickets,

(*Continued on Page 16*)

IRREGULAR PAGINATION

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ESTABLISHED 1881

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TAMPA MILWAUKEE LANCASTER CINCINNATI
HAVANA, CUBA, OFFICE—PERSEVERANCIA 8, CARLOS M. WINTZER
Representative

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RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

While no recommendations are made by the Secretary of the Treasury in his suggestions as to new sources of revenue to meet half the estimated cost of a year's war, nevertheless the marking up of the tobacco industry for nearly $62,000,000 indicates that the trade will be expected to produce a large part, if not all of this sum. The proposition to double the present taxes on cigars and other tobacco products will undoubtedly place a heavy burden on the manufacturer, as well as the jobber and retailer, and it does not seem possible in this era of unequalled high prices for the consumer to escape bearing the burden.

The Consumer Must Pay

Frederick S. Lucey Dead

FREDERICK S. LUCEY, secretary of Philip Morris & Company and a prominent figure in the cigarette industry of the country, died on shipboard on March 27th, while en route from Valparaiso to New York. The news of his demise came as a great shock not only to his associates but to his hundreds of friends in the trade as well.

Early in February Mr. Lucey sailed from New York for a trip along the South American coast with the hope that the relaxation and rest would restore him to health as he was suffering at that time from a nervous breakdown.

Dispatches indicate, however, that Mr. Lucey failed to rally as expected and upon reaching Valparaiso, Chile, he left the ship and determined to return to New York. The difficulty of securing immediate passage made it necessary for Mr. Lucey to remain two weeks in Valparaiso before he could start homeward. When a few days at sea he passed away on March 27th. The body was embalmed and brought to New York, reaching port Tuesday last. The funeral was held on Wednesday.

Mr. Lucey had been in this country about ten years and during that time had helped to build the business of Philip Morris & Company to a high point. His personality was such that he made friends easily and won the loyalty of all who came into close contact with him. He was an enthusiastic worker and a progressive business man. He would join heartily in any work which tended toward trade betterment and gave his time unstintingly to such movements.

At the organization of the Tobacco Merchants' Association Mr. Lucey was a charter member and was also made one of the directors to represent the cigarette industry.

Mr. Lucey was born in England and was fifty-three years old. He had been connected with Philip Morris & Company for some time prior to his coming to the New York office.

Mrs. Lucey survives. ——.

Passing of Two Famous Brands

The General Cigar Company have notified their customers that on and after May 5th, they will discontinue the manufacture of the "Chesterfield" brand of cigars, which has long been famous on the market and, strange to say, has sold up in the millions in nearby territory. The "Palmer House" brand of the same company, which is widely distributed throughout the Middle West and is also an invincible shape like the "Chesterfield," has been dropped also from the company's list of products.

The withdrawal of these two well-known brands from the market is in pursuance of a carefully considered policy on the part of the General Cigar Company which made it a necessary expedient.

They announce that on May 13th they will inaugurate an extensive campaign on the "White Owl," a new six-cent shape and the old standard "Owl," in its five-cent shape. These two brands are to be pushed in a most decided and thorough manner in Greater New York and contiguous New Jersey territory, and the work will also be carried on in the Buffalo territory.

In future the General Cigar Company will make it an absolute rule that every cigar which comes from their factories shall either be branded or banded, and this includes even the little cigars, which are banded.

——

Imports of American leaf tobacco into China increased from about 4800 tierces and hogsheads, valued at about $1,200,000, in 1915, to about 5400 tierces and hogsheads, valued at about $1,350,000, in 1916, and the trade is still increasing.

A "John Ruskin" Display in Waco, Texas

The above window display of "John Ruskin" cigars, made by I. Lewis Cigar Manufacturing Company, Newark, N. J., recently appeared in the window of J. C. Crippen & Son, Waco, Texas. The display was arranged by J. H. Coffield.

Latest on the Sumatra Situation

THE first inscription for the sale of Sumatra tobacco was held in Amsterdam on Thursday, April 5th, and despite the uncertainty of any deliveries into the United States for some months to come, American importing houses took some of the best lots, paid for them and have stored the bales in Amsterdam waiting for an opportunity to get bottoms to land the tobacco in New York. M. Duys & Company, E. Rosenwald & Brother and Otto Eisenlöhr & Bros., Incorporated, each secured some excellent takings, and their only worriment now is to get the tobacco home.

Henry M. Duys, speaking for the Sumatra Tobacco Import Corporation, a pool which has been formed by H. Duys & Company, Incorporated, E. Rosenwald & Brother and Cullman Brothers informs us that they have secured in the island of Sumatra about 10,000 bales of tobacco which will be shipped direct to San Francisco for relief of the American trade.

The first shipment left Sumatra via S. S. "Rindjani," on April 10th, and the manifest showed an assortment of nearly 4500 bales. With good luck, Mr. Duys says, that this tobacco should reach New York not later than June 1st, and that the pool will practically apportion it out among their customers, giving everybody as fair a chance as is possible. The shipment includes all the standard grades and brands obtainable in the islands at this time.

The trade is to be congratulated on the genuine enterprise and daring of this syndicate in putting out several millions of dollars to bring needed supplies to our cigar manufacturers. The hazardous risk of bringing this tobacco even to our western coast must not be overlooked.

Themelis Brothers Company Open Montreal Factory

FOLLOWING a new policy of wide expansion, Themelis Brothers Company, of New York, makers of the "Rose Tip" brand of high-class Turkish cigarettes, on the first of this month established a branch factory in Montreal, Canada. Nicholas Themelis inaugurated the work personally, and will keep a supervising eye on the plant, which will be managed from New York.

"Rose Tips" have caught on in great shape in Canada, and the output in Montreal and other cities has doubled in the past few months. The new factory will take care of Canadian trade exclusively.

George Themelis leaves in a day or two for an extended trip over Philadelphia, Baltimore and Washington territory, and from thence out to the Middle West and St. Louis. Later on he will make a trip out to the Pacific Coast.

——

The Jenkins Cigar Company Closes Fond Du Lac Store

The Jenkins Cigar Company, which operates a chain of stores throughout Wisconsin, has recently closed the cigar and billiard parlor operated by them at 30 South Main Street, Fond Du Lac, Wis. The stock of the Fond Du Lac store has been transferred to the Oshkosh stand. The fixtures will be sold.

——

Burglars cut a hole through the side wall of John Linden's cigar store, 1038 North Clark Street, Chicago, Ill., crawled through and carried away about $500 worth of merchandise.

Reciprocity of Wholesaler and Retailer

The following paper was presented before the Michigan Retail Grocers' Convention by M. R. Carrier, president of the Michigan Wholesale Grocers' Association:

THE jobber is fighting more battles for the retailer than he is aware of. The jobbers realize the retailer must have a reasonable profit and to that end the jobber discourages the introduction and sale of 10-cent articles at 95 cents and $1, also 15- and 25-cent articles at similar high costs. In many cases the jobbers absolutely refuse to buy proprietary brands where, by advertising, an attempt is apparent to force goods on to the retailer on these close margins. The jobber's margin would be the same as usual, but the retailer is the one who would suffer, and here is where the jobber always has the interest of the retailer at heart. Your interests are not overlooked in legislative matters and a constant eye is kept on railroad service and in many other ways the jobber is spending a vast amount of time and money, matters of great interest to both retailer and jobber.

A part of the wholesale grocer's work is the assembling of goods from all corners of the earth and to distribute them to the retailers for a further distribution to the final consumer. This sounds like a simple thing, doesn't it? When you consider the vast army of people engaged in this titanic enterprise, realizing that over six billion of dollars is spent annually for provisions, or more than twice that of any other enterprise in this country of ours, then we begin to realize the vastness of the business in which we are engaged. I know of no business that involves the investment of so great capital and employs so many people as does the wholesale and retail grocery and provision trade. We have invested our capital in the business for the purpose of making more capital, or, in other words, for the purpose of not only making a living, but a profit large enough so that something can be laid up for a rainy day or use in old age when we will not likely produce much. Then our problem is, How can I best and easiest conduct my business to get the most out of it?

I would say, first of all, get the best location possible, then join the local association and develop just as fast as you can along coöperation lines. That word "coöperation" is the biggest word today in the English language. Let us broaden out and develop a spirit of good fellowship and feel that the world is big enough for all and wear a smile and a "Hello, Bill," attitude toward our competitors, and if we are big enough to do this, we will find it a mighty sight easier to be courteous to our customers, and courtesy is the builder of good will, and good will is the big factor in the building of my trade.

How many retailers follow the custom of sending out some of their clerks in the morning to call on a portion of their trade, soliciting their orders? Did the lady customer ever request your clerk to sit down a half hour or so and wait until she had finished putting her house in order before she proceeded to give him the order for the day? This would be a great waste of time and the chances are your clerk would have time to call on but a few customers if he was treated in that manner.

Time is money and a waste of that time is a waste of money; whether it is a retailer's clerk or a wholesale grocer's traveling salesman. Years ago there were retailers who, upon seeing a traveling salesman enter the door, would immediately get busy cleaning up the counters and shelves, even going down cellar after a basket of potatoes, and do a lot of fussing before giving a salesman an opportunity to make his business known. This was generally a waste of his own time as well as that of the salesman.

The bigger the business man the more welcome greeting will he extend to any salesman and, whether he does business with him or not, he will turn him away with a feeling in his heart that he has met a real man. He will go away a booster at least and not a knocker.

I think every man here realizes that the traveling salesman is a sort of a human, with a little of that fellow-feeling in his breast just like you and me. I am sure that the retailer who has mistreated a traveling salesman or delayed him an unreasonable amount of time by having kept him waiting has been called to his just reward and just where he is now, you and I are not supposed to know.

I cannot refrain from referring to the credit system as practiced by most of the retail grocers, as this not only affects your business seriously, but in many cases jeopardizes that of the wholesale grocer.

In the United States last year there were a little over 17,000 business failures, as against 22,000 in 1915, and in nearly every case the handling of credits was one of the reasons. Too much credit and the lack of a real bookkeeping cost system. The average retail grocer has a heart built on too large a scale when it comes to the extension of credit, and in many cases before he fully realizes the situation he has more goods charged on his books than he has sitting on his shelves.

The time has come when business generally the world over is being done closer and closer as to time, discounts and credits, and with the great uncertainty which is hanging over us as to future developments in our national affairs, it behooves us as business men to look more carefully after our credits and more carefully after the payment of our bills. The better business men are realizing more and more that they should establish a good banking credit at home and let this establish their credit with their jobbers, and that every bill should be discounted, as this discount itself is the easiest profit that is made.

The thin margin the wholesale grocer is working on does not justify his acting as a banker for any retailer. If the retailer would be a real merchant, he will follow the market up or down. Our jobber has learned to follow it up and he is just as quick to follow it down.

Service enters just as largely into your success as it does the jobber's. You demand service of your jobber and you have a right to, and if he serves you satisfactorily he is entitled to considerable consideration. I believe our Michigan jobbers are entitled to the Michigan retailers' business. We are all citizens of this great commonwealth, we are supporting the same university, the same agricultural college and the same school system in general. We are building the same highways and supporting the same public institutions.

True, you can once in a while pick up mail-order snaps in some faraway city, but have you really bought cheaper, after all things are considered? None of us are enthusiastic over this mail-order business, are we? I have heard retailers condemn in the most profound and energetic language the mail-order houses which seemed to be making more or less headway in their territory, and yet at the same time, when one of our salesman would call on them, they would immediately haul out the mail-order catalog from some faraway wholesale house. Of course, those fellows are not here today, or I hardly think they belong to your association. So, fellows, let us stand together for the betterment of our mutual interests. It is this standing-together system that makes us bigger, broader and better business men.

John T. Kirley, Kewanee, Ill., announces that he has sold his stock and fixtures in the cigar store on West Second Street and that he will discontinue the business.

Schulte Stores Offered As Recruiting Stations

AMONG the first members of the tobacco trade to offer their support to the Government following the declaration of a state of war is D. A. Schulte, Incorporated, who immediately sent a telegram to President Wilson offering to the Government the use of any or all of their one hundred and fourteen stores in various cities for recruiting stations. The telegram was signed by David A. Schulte, president of D. A. Schulte, Incorporated.

It constitutes a practical example for the tobacco trade and doubtless such acts of a similar nature will soon reveal to President Wilson that the members of the tobacco trade are with him to the last man on the stand that he has taken.

Mr. Schulte's telegram was as follows:

"Honorable Woodrow Wilson,
"President of the United States,
"Washington, D. C.

"We wish to congratulate you on the stand you have taken in the present crisis and desire to do all in our power to assist the Government, by placing at its disposal any or all of our one hundred and fourteen cigar store locations in the various cities of the United States for recruiting purpose.

"Loyally yours,
"D. A. SCHULTE, INC.,
"David A. Schulte, President."

Good Patriots on Cayey-Caguas Staff

Through the activity of A. C. Townsend, the capable executive of the Cayey-Caguas Company, the following members of that concern's office staff have been recruited into the Home Defense League of New York City: A. C. Townsend, A. J. Diver, W. J. Ruthenberg, W. F. Howell, C. T. Dixon and W. P. Westling. If the necessity arises, all these men will give a good account of themselves.

F. R. Hoisington, president of the company, is just now managing to get around on crutches, after a very painful accident to his foot a few days ago.

Harrison Johnson sailed for Porto Rico on Saturday, April 14th, after a two weeks' stay in New York. Mr. Johnson says they are turning more and better "Savaronas" down on the island than they have for some years.

R. E. Lane's New Offices in Same Building

When R. E. Lane returns to New York about the first of next month, after his long trip out to the Pacific Coast, he will occupy for the first time his new quarters, in Room 515, United States Realty Building, 115 Broadway.

Mr. Lane has been in this building for several years past, and he has merely taken larger quarters on the fifth floor, where he will have at least one-third more space.

His office reports that he has done some wonders in the way of big orders on "Partagas" all over the territory visited.

Vice-President R. M. Ellis, of the Tobacco Products Company, made a brief visit to Boston last week.

Heard on Broadway

The Sumatra Import Corporation has secured offices at 130-140 Front Street.

John Nissly, the well-known Lancaster, Pa., leaf man, was a recent visitor to Water Street.

Alfredo Selgas, of Selgas & Company, is among those who have recently returned from Cuba.

T. C. Gales, director of Henry Clay and Bock & Company, has left on a trip through Western territory.

Manuel Perez has been on a trip to Atlantic City where he rested from his labors for a brief period.

Benno Rosenwald, of E. Rosenwald & Brother, is reported to be doing nicely following his operation for appendicitis.

Garcia & Vega have removed their headquarters to the Fischer Building on East Houston Street near the Third Avenue "L."

The Philippine Tobacco Company is now ready to show samples of their latest importation of Manila leaf. Some of this is stripped and booked.

Major Witzel, who sells cigars for George W. Nichols & Company, expects to leave shortly for a trip through the West in the interest of the "Solace" brand.

"Vandalia" is a new odd-cent cigar placed on the market by E. M. Schwarz & Company. They are banded together in bundles of two each and retail for fifteen cents the bundle.

Sidney Goldberg, following his return from Cuba, has left on a trip to the Pacific Coast where he will confer with Eugene Stolz, coast representative of the Simon Batt & Company brands.

It is understood that new interests who have bought into the American Sumatra Tobacco Company, will endeavor to have the common and preferred stock listed on the New York Stock Exchange.

Francis H. Leggett & Company have completed arrangements for the opening of ten stands in apartment hotels. It is said that they have abandoned the idea of a chain of stands in office buildings.

Steve Herz, who has been working about town on the "Reynaldo" brand, secured some excellent results as he added a number of high-class hotel and cafe stands to the long list of customers now selling this cigar.

SIXTY MILLIONS SUGGESTED AS INDUSTRY'S SHARE OF WAR TAXES

(*Continued from Page 11*)

$75,000,000; distilled spirits, $73,000,000; stamp taxes, miscellaneous, $51,600,000; passenger transportation receipts, $35,000,000; fermented liquors, $30,000,000; smoking and chewing tobacco, $25,000,000; motor cars, trucks, motorcycles, $19,800,000; soft drinks, $19,200,000; cigarettes, $17,000,000; rectified liquors, $12,500,000; cigars, $11,600,000; excise tax on musical instruments, graphophones, etc., $7,000,000; wines, etc., $6,750,000; excise tax on glucose, $6,000,000; denatured alcohols, $5,000,000; retail dealers in cigars, cigarettes, etc., $4,800,000; wholesale dealers and jobbers in tobacco, $2,500,000; snuff, $1,500,000.

If the present excess profits tax of eight per cent. on corporation and partnership profits of more than $5000 and eight per cent. of invested capital were made applicable to the calendar year 1916, the Secretary estimates, it would yield $226,000,000. Corporations and partnerships would be given until September to pay the tax.

As to the excess profits tax for 1917, collectable in June, 1918, the existing law allows an exemption of $5000 and eight per cent. on invested capital, and levies eight per cent. tax on the remainder of the profits of corporations and partnerships.

If this tax, allowing the same exemptions, were increased to ten per cent. on profits in excess of eight per cent. and not over fifteen per cent. of capital invested; to fifteen per cent. on profits in excess of fifteen per cent. and not over twenty-five per cent. of capital invested; to twenty per cent. on profits in excess of twenty-five per cent. and not over fifty per cent. of capital invested, and to twenty-five per cent. on profits in excess of fifty per cent. of capital invested, the law, according to the Secretary, would yield $425,000,000.

Consideration of the suggestions will begin immediately in the Ways and Means Committee. A bill probably will be reported within two weeks.

Duluth Cigar Dealers Organize

The Duluth Cigar and Tobacco Dealers' Association has recently been organized for the purpose of bettering trade conditions and combat any evils that may exist in the trade. The organization followed a banquet at the Hotel St. Louis.

The association was completed by the adoption of by-laws which provide that persons allied with the cigar and tobacco industry in any way, which includes wholesalers, retailers, salesmen and representatives of allied interests, may join. The annual dues were fixed at $2.50. Thursday evening of each week was designated as the night of meeting. The next meeting will be held at the Commercial Club on Thursday evening of next week at which time the officers will be elected.

The principal speaker at the meeting was Carroll S. Bartram, publisher of the "Cigar and Tobacco Journal," of Minneapolis.

"You dealers cannot fix the price at which you buy your goods, the manufacturer does that, but you can and should fix the selling price, and you should take the price you pay, add to it a percentage for your overhead expenses and incidentals, fair interest on the capital invested, and charge a price which will give you the margin of profit to which any legitimate merchandising business is entitled," said the speaker.

CHARLES SOBY SELLS BUSINESS

Kafka & Company, of New Haven, Purchasers—Deal Involves $100,000—Business Established in 1872

WHAT is probably the largest wholesale tobacco business in Connecticut changed hands recently when Charles Soby, of Hartford, sold out to Kafka & Company, of New Haven. The deal is said to have involved upwards of $100,000. The wholesale and retail tobacco business of Mr. Soby was started by him in Hartford in 1872.

The good will and registered trade-marks of Mr. Soby go with the purchase of the factory lease. There is a large stock of tobacco, including a stock of Havana tobacco in Cuba, which has not been delivered, but will be imported when needed. There is also a fine large stock of the Conshato (Connecticut shade-grown tobacco) brand. Conshato is a trade-mark in itself. Connecticut shade-grown tobacco is now the most popular in this country, and the demand largely exceeds the supply.

The New Haven company will continue the business. A. Kafka & Company make the "Country Life," and "New Haven Register" cigars, as well as other brands. These two are made from the Connecticut broadleaf tobacco.

Mr. Soby disposes of the business because he has for some time desired to be relieved of his duties, as head of the wholesale tobacco house. He is secretary and treasurer of the Connecticut Tobacco Corporation, which has 650 acres of shade-grown tobacco under cloth, and is also secretary and treasurer of the Gray Telephone Pay Station Company.

Mr. Soby's factory is now in the rear of No. 855 Main Street, in the rear of the Hills Block. The factory is a four-story brick building, with basement, and was built by the Hills estate for Mr. Soby twelve years ago. It has 16,000 square feet of floor space. Mr. Soby has utilized the building for the manufacture of his cigars. Although he does not own the structure, he has a long-term lease, which has still three years to run. The best-known brands of cigars made by Mr. Soby are "Our Bachelor," "German Lover," and "Perfecto Fives." The "German Lover" brand has been established thirty years. They are all popular cigars and have a wide sale.

Death of Charles F. Mason

Charles F. Mason, one of the veteran tobacconists of the country, died at his home, 1 West Eighty-first Street, New York City, on Friday, April 6th.

Mr. Mason retired from business about four years ago, at which time he was connected with the P. Lorillard Company.

He started his business career with the old firm of Marburg Brothers, of Baltimore, and to him was attributed much of the success of the famous brand of "Golden Sceptre" smoking tobacco, which the Marburgs put on the market originally, and which is still popular.

Mr. Mason was given a prominent berth with the American Tobacco Company when the big combination was first effected, and he remained with them until the dissolution, at which time he joined the Lorillard Company, retiring in 1913.

The deceased was a life-long Democrat, and a member of the National Democratic Club, as well as the Columbia Yacht Club, and New York Athletic Club. He is survived by his widow and one daughter.

John F. Conlon, a cigar manufacturer of North Adams, Mass., has recently taken new quarters and has removed his factory to the Lally property opposite State Street, that city.

Eliminate the Obstinate Dealer by Educating Him

By R. H. McClure, in "Printers' Ink."

"JUST don't want it, that's all," said the retailer.

But the salesman was persistent. If sales arguments would not work, demonstration would. Surely there was some vulnerable point, and surely somewhere between the extremes of the "alluring profits, rapidly moving sales" talk, and the "straight turkey" on modern methods of business, there was a bit of logic or bluff that would bring down the order. If it could not be done by words he would do it by deeds. So instead of reporting, "Dead. Drop from list," this salesman stuck to his guns.

He knew that his little talking machine was just the thing dealers needed to help them sell cheap records. He not only knew it, but proved it that very evening when the usual evening trade of the small town rolled in. With no particular effort he sold a hundred of the records. The dealer, in the three months previous, had sold only 300, so the evidence was pretty convincing.

"Now," said the salesman, reaching for his order book, "You see, all you have to do is keep the machine playing and pass out the records—"

"But I don't want the machine," interrupted the retailer.

The argument was back where it had started. Evidently the retailer did not care to be bothered with customers. Too much trouble to keep stock.

In that same little town (not a thousand miles from New York, by any means) are a half dozen retailers of this "Don't want it" type. The woods are full of them. Not one of them uses the carefully prepared dealer helps. Electros sent by enthusiastic advertising managers are as completely wasted as a shipment of ear muffs to a community of Hottentots. Send your best salesman to talk him around? You can't afford to. Bombard him with advertising? Increase consumer demand? That falls down, too, in some cases. There are countless ways in which the stupidity, ignorance or antagonism of the dealer can nullify the manufacturer's and advertiser's best efforts. Getting under the skins of these last (missing) links is a job calling for a taxidermist of peculiar accomplishments. Even then chloroform should be liberally used.

Really there is only one satisfactory reply to the retailer who says, "Don't want it" when he does (and incidentally buys his head off when he shouldn't). Tell him to "Get out." Of course this finally happens. The public sets its heel slowly but firmly upon his neck. But that's just it. The process is slow, and while one set of mercantile misfits is on the way to extinction another set is springing up to take its place.

Another process of elimination is direct intervention on the part of the manufacturer. If his interests are important enough he can afford to pick the man he wants for each store. It has been done, but it is apt to be expensive and often involves a good deal of doubtful financing.

Can He Be Educated?

There you are. In spite of all your efforts the missing link still misses. Educate him? A task that schools, and society generally, have failed to complete. Wait for public opinion to stamp him out? A slow process—a gradual substitution of peas of the same pod. Replace him with your own man? Too expensive in the majority of cases.

He sticks, does this retailer. Yes, he sticks. He sticks you, the buying public, and himself. You can't teach him through print, talk or object lessons, by present methods. He neither sees nor hears, and would not understand if he did. Verily, he doesn't know he's alive. He has the solemnity of the Sphinx, but the loquacity of a clam, and the initiative of a wooden Indian. Since the day man first traded coins for the necessities of life his kind has been holding up the merchandising progress of the world.

Oh, let's not be too hard on him. He is a misfit as a rule. He lacks education, enthusiasm and "git-up-and-git" because he never had half a chance, never got a broad point of view. He is a small store keeper (literally that) because it looked easy to him. But here's the point. Pity him as you will, he stands between you and sales. Whether you force him out of business or pension him off, you've got to get rid of him.

Who knows the formula for turning these almost inanimate dummies into salesmen and thrifty managers? The days of rubbing a talisman or polishing a lamp have passed. Any search for a "universal cure-all" is sure to be as fruitless as an olive tree trimmed Gothic style—close to the ground. There is only one way out of the difficulty—send the dealer to school.

Yes, I know I said it couldn't be done. And it can't be done under the present lack of organization. Present educational and dealer "co-operative" plans are as primitive as ancient methods of harvesting grain. There still are countries in which grain is harvested by hand, and this laborious grubbing, grubbing, grubbing, is very like the present methods of helping the retailer. Thousands of manufacturers are picking by hand, each in his own way. Some, of course, use a fairly good sickle; and others, like the big chain-stores, are using the still more effective scythe.

What is to prevent all manufacturers banding together and putting a reaper in the field?

What indeed, but a trace of that same, "Don't want it," closed-for-the-season condition of mind that afflicts the retailers that are to take the cure? You are up against a great big job when you attack the cohorts of General Apathy. You need the most intimate kind of co-operation of all the manufacturing and merchandising forces in the country. The fact that each retailer is a case by himself and must be reached largely through personal contact makes this work of education tremendously difficult—and expensive. It is necessary to employ the best salesmen, the best students of human nature, the best action producers that money can buy. It will cost as much money to find the men to do the work as it will to pay their salaries; and after they have been obtained it will be an uphill, discouraging fight, or rather, crawl. But it is the only way out. It's the only way to put the thing through so that it will stay put.

To put it through will mean a large decline in the business failures that annually disgrace the nation. The cost will be heavy; but the better credit conditions, increased sales, fewer failures and a healthier state of business will compare to the present as the proverbial acorn to the equally proverbial oak tree.

Fire Burns Two and a Half Million Pounds of Leaf

Two and a half million pounds of tobacco were burned in Clarkesville, Tenn., when two warehouses of Buckner Brothers were destroyed by fire, causing a loss of $250,000 or more. A nearby shed containing 700 bales of hay and several tenement houses were burned also.

Only the heavy rain falling at the time, it is believed, prevented the destruction of the town. The burning of hundreds of hogsheads of tobacco could be seen after the walls had fallen in, standing like giant cigars glowing in the dawn, filling the air with pungent smoke which brought tears to the eyes of all who ventured near it. A pall of this smoke lay over the city the entire day.

CIGAR MANUFACTURERS NOT FULLY PROTECTED BY PRICE INCREASES

(*Continued from page 11.*)

ation at the convention of the National Cigar Leaf Tobacco Association to be held at Hartford next month, with the object of bringing the manufacturers to a realization of the fact that it is necessary to stem the absorbing tide which washes over the storm-beaten ship of their commerce.

"In the past year our trade has experienced exciting moments. I will abstain from enumerating the many instances in which the officers of the National Cigar Leaf Tobacco Association were called upon to defend in Washington the interests of the trade, leaving it to them to report to our convention next month; suffice it to say, however, that our representative, Mr. William Crounse, and ably assisted by our secretary, Mr. Charles Fox, were constantly on guard watching our interests, and were often successful in warding off detrimental legislation or rulings.

"Our local board was occupied with several matters which required careful attention, among these the appointment of the firm of E. K. Beddall & Company, as insurance consulting experts and official adjusters, will prove valuable to our members, who I would advise to avail themselves of this service. Your policies should be analyzed in order to ascertain whether they are correctly written to cover the property you intended to insure; also consult E. K. Beddall & Company regarding the rates of premiums. Often a slight change secures a reduction in the premium rates. Your insurance experts are always ready to advise you.

"I again desire to call to the attention of the importers that the taring of tobacco can now be done at the warehouses, instead of at the docks, providing the importer will arrange for the necessary space at the warehouse and will promptly notify the Collector of the Port of such intention.

"A modification in the rulings of the Treasury Department on appraisals of Havana tobacco was successfully brought about by your chairman of the Legislative Committee, Mr. Fox, and if the importers will co-operate with the Department a great deal of friction will be avoided.

"While the Membership Committee was not successful in enlarging our membership roll, individual members were adding a number of firms to our roster; particularly deserving of mention is trustee Mr. Charles R. Goldsmith.

"Beset with the hope that peace of the world would materialize during the year just past, that the peoples of the universe would again be in peaceful intercourse with one another and benefit by inventions and discoveries, towards which eagerly striving minds are ever bending their energies, the world faces instead, not only the same dreary and sorrowful picture of destruction, but hunger and pestilence are added in increasing force to the horrors of war. We see ourselves compelled to adopt means towards ending such destruction, so that the peoples of the earth may again enjoy peace built upon a foundation of the rights of man, to live peacefully in the enjoyment of his labors, and to enjoy that freedom of nations which will secure safety in the remotest part of the world where civilization has unfurled its banner.

"These are critical times, charged with love and hatred, scorn and pity, greed and charity, fanaticism and sacrifice, and this sulphurous laden atmosphere must soon be broken by a storm that will clarify the firmament and allow mortals to again gaze on high into clear skies and behold the sunshine, whose warming and life-giving influence will quickly heal the afflicted bodies and souls.

"Let us extend the hand of brotherly love to all who are willing to grasp it, and let us stand united for one flag and one country, our beloved United States.

"Respectfully submitted,
"JOSEPH MENDELSOHN,
"President."

The following officers were elected for the ensuing year: Joseph Mendelsohn, President; William S. Brill, Vice-President; Ferdinand Cranz, Treasurer; Charles Fox, Secretary.

Herewith follows a list of the newly elected trustees, as well as a list of the delegates and alternates elected to represent this board at the annual convention of the National Cigar Leaf Tobacco Association, at Hartford, Conn., on May 28th and 29th:

Trustees: Frank M. Arguimbau, William S. Brill, A. Bijur, Joseph F. Cullman, Ferdinand Cranz, John H. Duys, Charles Fox, Charles R. Goldsmith, F. R. Hoisington, Joseph Mendelsohn, Harold W. Kraussman, Alfred Schmid, Sig. Schluechterer, Carl W. Wobbe, Jerome Waller.

Delegates: Frank M. Arguimbau, William S. Brill, A. Bijur, Ferdinand Cranz, John H. Duys, F. R. Hoisington, Charles R. Goldsmith, Jerome Waller, Charles Fox, Carl W. Wobbe, Alfred Schmid, Morris Rosenberg.

Alternates: Percival Levy, Henry Fisher, Samuel Mendelsohn, Sr., Harold W. Kraussman, Charles Meissner, Ernest Ellinger, Fritz Lederer, B. Hamburger, Milton Samuels, Julius Lichtenstein, Jacob Mendelsohn, Henry Rothenberger, Louis A. Bornemann, H. A. Pettit.

Ten Reasons for Universal Military Training

The following is being circulated by the Universal Military Training League:

1. It would apply alike to poor boy and rich boy, put both in the same tent, lead to a better understanding between them, make for a better democracy and eliminate caste and snobbery in America.

2. It would take the lad in his nineteenth year, when his earning power is small and before he has undertaken the marriage relationship, and upbuild his physique, teach him respect for his flag and make of him a trained defender of his country.

3. It would not put the boy into a regular, professional army, but would send him back into the paths of industry a stronger and broader character and better prepared to fight the battles of civil life.

4. It would make the trained lad the chief protector of the nation and thus relieve husband and father, the mainstay of the family, of industry and commercial enterprise, of military service.

5. It would make the weak lad virile and the strong lad sympathetic and respectful.

6. It would be actually "universal" in that wealth could not purchase immunity and all mentally and physically fit would have to train.

7. It would create a new national morale and insure for the future stronger fathers, healthier men and women in the centuries to come.

8. It would be the antithesis of militarism, as under universal military training the defense of the country (except for the first line) would rest upon trained citizens. This would render a large standing army unnecessary and yet entirely away from militarism.

9. It would revive patriotism in America—not the brass-band and parade-the-street sort—but real patriotism, which says that inasmuch as all of us share alike the boon of freedom, likewise all of us shall share the nation's perils and responsibilities; all of us, in short, must so love our country as to train and be ever ready to defend her honor.

10. It would make America ready, and, therefore, safe.

Is the Penny Coming?

THE trade on the Pacific Coast have always been conservative. Such changes as they have adopted have been forced upon them, and have never been welcomed. Originally the smallest coin they would look at was a 25-cent piece. Grudgingly a two-for-a-quarter value was admitted rather than recognize a smaller token than the quarter dollar. Finally the "short bit" or 10-cent piece was accorded a foothold as our smallest coin. This was a move that hurt the pride of every loyal Westerner. But still the bitter dregs of fortune's cup were yet to be drained, for lo, the nimble nickel, that coin which even the cheapest chop house waiter still disdains, was yet to come upon us. It came, saw, and conquered. For many years it has been our real unit of value, and but for the department stores, whose pioneer work on behalf of the copper cent has been indefatigable, it would be still.

Today, however, the rank and file of our dealers in all lines are being forced, not as the department stores were, in order to cut prices, but rather for the opposite reason—to use the penny. The wholesale price of many articles formerly retailing at 5 cents is now too high to permit of a profit to the dealer. Likewise articles formerly selling for 10 cents. The only sensible and reasonable solution for the retailer is to add 1 to 2 cents, as the case may be, to the former price.

With the cigar dealer the situation is perhaps a trifle more complicated. He is confronted with many popular selling brands of cigars the retail value of which is firmly established at 5 cents and even the boxes and tins marked with the retail price. While as yet few of these brands have been advanced beyond the point where they may be sold at 5 cents straight, no one doubts but that time will come. The retailer is therefore awaiting the action of the manufacturer to change his package or to advertise the retail price as having been advanced to a point which will enable the retailer to enjoy his previous profit. Some houses are already selling cigars made expressly to retail at 6 cents, though we do not hear of much activity on the retailers' part in pushing these goods.

We have said that the retailers were conservative, but we might have gone farther and said that manufacturers were, also—at least so far as disturbing their selling arrangements on their goods is concerned. Many a manufacturer is today losing money rather than advance the price upon his standard packing or in any way change it. The question therefore is, "Is the penny coming?" Is the trade anxious enough for a profit to deliberately take up the pennies as the department stores and cafeterias have, or not? Will the manufacturers and the retailers between them manage in some way to stem the tide without the assistance of the little coppers?—"Western Tobacconist."

Manila Cigars Gain Nine Million in Two Months

Herewith is a comparative statement showing the number of cigars and cigarettes exported to the United States during January and February, 1916 and 1917:

Month.	Cigars.	
	1916.	1917.
January,	4,506,224	12,943,106
February,	9,857,689	11,022,952
Total,	14,363,913	22,966,058
Increase,		9,602,145

Month.	Cigarettes.	
	1916.	1917.
January,	225,000	201,000
February,	987,750	395,000
Total,	1,243,750	596,000
Decrease,	646,750	

TOBACCO MERCHANTS' ASSOCIATION ISSUES CALL FOR JOINT MEETING

Clear Havana, Seed and Havana and Stogie Manufacturers Invited—To Agree on Action Regarding Contemplated Revenue Legislation—Tobacco Manufacturers to Meet in Washington on Monday

THE TOBACCO MERCHANTS' ASSOCIATION has issued a call for a joint meeting of its Committees on Clear Havana Cigars, Seed and Havana Cigars and Stogies, to be held on Thursday afternoon in order to agree upon united action to be taken in regard to the contemplated revenue legislation.

The following cigar manufacturing concerns are expected to be represented at the meeting:

Charles B. Perkins Company, E. H. Gato Cigar Company, American Cigar Company, Marcelino Perez & Company, General Cigar Company, Ruy Lopez Ca., Incorporated, Garcia & Vega, E. Regensburg & Sons, Cuesta, Rey & Company, Otto Eisenlohr & Bros., Incorporated, R. G. Sullivan, P. Lorillard Company, Bayuk Brothers Company, Haas Brothers, T. J. Dunn & Company, I. Lewis Cigar Manufacturing Company, E. M. Schwarz & Company, H. Fendrich, Union American Cigar Company, Augustus Pollack, The Jenkinson Company, Pittsburgh Stogie and Cigar Company, Standard Cigar Company, Forty Four Cigar Company, Deisel-Wemmer Company.

All of the out-of-town members were called to the meeting by telegraph. The Tobacco Merchants' Association has also called a meeting of tobacco manufacturers to be held at the New Willard, in Washington, on Monday.

Secretary Dushkind said that while additional taxes seem to be inevitable, it is nevertheless of the greatest importance that the various branches of the tobacco interests shall agree upon a schedule that will be the least harmful. He feels that by each branch of the industry agreeing upon a schedule of taxation affecting the particular branch, it would be possible to work out a revenue bill that would be satisfactory to all concerned.

Mr. Dushkind also stated that there is a very strong movement on foot to advocate fixing the tax on cigars upon their weight, dividing the cigars into two classes—those weighing 16 pounds or less and those weighing above 16 pounds, the idea being to leave the tax on the 16-pound cigars at its present rate, and to fix a tax of $5 on all cigars weighing above 16 pounds. It is argued that a 16-pound cigar is big enough for a nickel cigar, and that such schedule would leave the nickel cigar under its present rate of tax, but would also at the same time induce manufacturers to reduce their sizes on nickel goods to the 16-pound limit. It is claimed that a great many nickel cigars on the market are entirely too large and manufacturers would save anywheres from 3 to 4 pounds of tobacco on a thousand; besides that, the tax would remain at its present rate.

The Secretary of the Treasury recommended that all taxes on tobacco products be doubled. The figures published in the daily papers last Monday do not seem to show it, but they are based upon reduced quantities, as the Secretary has figured a reduction of about 15 per cent. of smoking tobacco and snuff, and 25 per cent. of cigars and cigarettes due to the increased taxes.

The Surbrug Cigar Store at 204 Broadway, where it has been for a half century, has been removed to 156 Broadway, near Liberty Street.

Considering Cigar Box Costs

"HOW are prices on cigar boxes these days?" the visitor inquired, after the box maker had answered a telephone call and was again comfortably ensconced in his chair.

"Well, sir," the box man replied, tapping his pencil on the desk blotter in thought, "cheap prices there will probably always be, cheap as compared with cost. There will always be a difference of opinion as to what a man's services are worth, he has to decide that for himself and it seems to me that some of us do not put as high a value on our efforts as we rightfully should. Then again, local conditions may favor a manufacturer in certain costs of production and enable one manufacturer to produce boxes at a lower cost, which by comparison will bring a lower sale price on practically the same basis of profit. This lower sale price may appear to others as a cheap price, which in fact it may not be.

"That reminds me of a cigar manufacturer who came in recently and voluntarily offered me some of his business. He asked what price I would charge him for his box and after I had quoted on the same remarked that he could buy the same package at a cent less from a competitive house. I told him quite distinctly that I could do no better than I had quoted and out of curiosity asked him why he did not favor the other man with his business at the favorable price he had been offered and his reply was to the effect that he would surely do so but the other box manufacturer was at present out of lumber of the size that his boxes required. There's always some such reason if you stop to inquire. If you want to keep up stock, son, and carry lumber in a variety of sizes you have to charge a price that will cover and permit your carrying the investment that is necessary. And having an ample variety of sizes is real economy, too, for waste on cigar box lumber is very costly, even though the strip you rip off a board may in itself appear insignificant. The waste in some factories exceeds the proverbial waist of the fat woman in the side show tent.

"This idea of having stock of the right widths is a matter of importance and it is accordingly watched closely by box makers who follow the details of the business closely. I had occasion to visit a brother box man and upon invitation went through his factory and his stock rooms. In pointing out the stock that he had this box maker said he would certainly have a fine profit when the material was put into boxes for sale, the only trouble being that he was not selling as much as he expected. It's the goods that sell that really show figures in the bank balance, son, and those other profits are merely shelf profits, paper profits, that won't buy stockings for the little ones. You have to figure on the turn-over and doing so you are generally better off to buy stock within reasonable limits even though in doing so it may cost a little more in the outset. You should not willingly shoulder the load of way-freight rates on lumber shipments if you have the means to have stock shipped to you in straight carloads, for to do so would mean that you would handicap your business insofar as sale prices based on this additional cost are concerned, or it would present as an alternative the not particularly attractive plan of assuming this difference out of your profits. The margin on cigar boxes is not so munificent as to afford any drains of this kind. It has been my policy to provide stock to carry me over a certain period and I don't let my enthusiasm or cupidity get the better of me by allowing myself to become inveigled into overbuying."

"Unless perhaps it was stock that was put in before these abnormal war prices developed," the caller remarked, realizing that he was touching a sore spot.

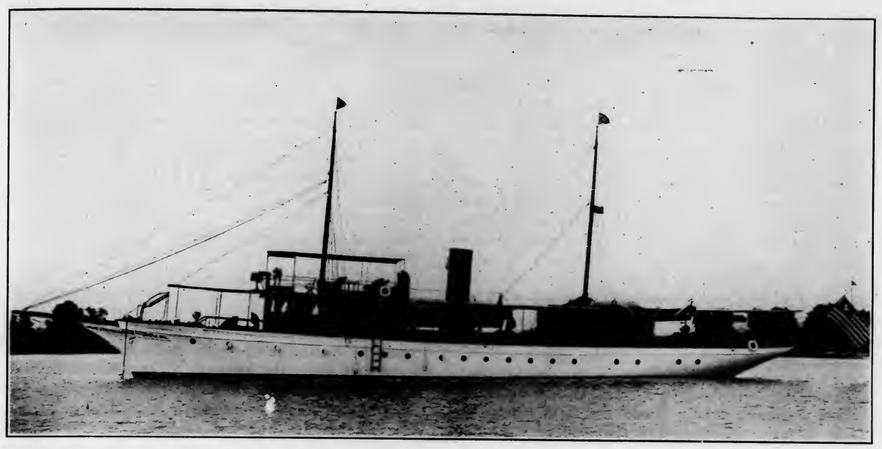
"Right, son, but these are exceptional times," the box man replied, without getting ruffled, "and I was talking about the situation when it is normal. And at that I don't know but what after all the same thing doesn't hold good right now, son, when in their anxiety to get ahead of the other fellow, some box makers are doubling their usual purchases of material and higher supplies. That means higher prices for stock, sure as shootin', and in turn higher sale prices on boxes, though not necessarily a larger profit to the box manufacturer, probably eventually a lower one, taken by and large.

"When everything required in cigar boxes costs more it is only a matter of common sense to realize that the product itself must bring a higher price. Cigar manufacturers the country over have been advancing their prices, from necessity and not from choice, and the increase has been handed along down the line, from the jobber to the dealer and finally to the ultimate consumer who, after all, is the one to shouder the higher cost of smoking. And at that, I don't know that the smoker has much to complain of since the cigar manufacturing trade is doing its utmost in his behalf to hold down costs. Lumber, nails, paper, glue, anything that is needed to make cigar boxes has gone from a crawl in price to a pace, has leaped from a pace to a jump and threatens now to skyrocket to the uppermost realms. Prices are as uncertain as sunshine in April and, if anything, deliveries are worse. In part, I suppose we are all somewhat to blame for this unsatisfactory state, for when the market showed a rising inclination the average buyer tried to hog the supply, bought more than he really needed right then and following that foolwise procedure there could be only one result. It developed anxiety and this in turn boosted the market, for the supplyman is only human after all and he is out to get what he can for his stock when the opportunity offers, or better still when the buyer himself has made the opportunity for him. Some one of these fine sunshiny days there is going to be a slump, the bottom is going to drop out, and some of these inflated prices are going to be burst with a bang. And when that time comes I don't want to be caught with a big stock of high-priced material on my hands.

"There's one thing certain," the box maker continued, "these high costs of material have been an influence in guarding against waste. My people in the factory have been taken into confidence on this score and they have shown an inclination to co-operate with me to get maximum returns out of the stock we work into boxes. You would be surprised what a difference it means in the production end whether the help is working with you in the right spirit or just plods along carelessly and wastefully. There is no gainsaying the fact that a little human interest and friendly talk will enlist the workers' assistance and that this assistance when voluntarily extended is worth ten times as much as when it is forced through strict discipline. And the manufacturer who bears this in mind and trades on it will have not only a more efficient staff than the other but a more contented lot of workers, for, given a little authority, a man's best efforts are called forth. The spirit of rivalry, the desire to do things just as they should be done, the seeking for praise on work well performed, these are all factors that deserve thought and attention. Ever think of that, son?"—Pat Kages in "Packages."

Englehardt Brothers, of Evansville, Ind., have recently filed articles of incorporation, with a capital of $25,000, to operate a tobacco factory. The incorporators are Thomas Englehardt, C. F. Englehardt and E. M. Graddy.

The Yacht, "Miramar," Donated to the Government



SETTING a high standard of patriotism and an example as well, Louis H. and Charles J. Eisenlohr have donated their palatial yacht "Miramar" to the Government for coast patrol duty. The act was prompted only by patriotism and is entirely without compensation. The "Miramar" is a yacht of 115 feet and has been one of the "show" boats of the Jersey coast for a number of years.

Louis H. Eisenlohr has also donated his 52-foot cruiser "Elf" for similar patrol work. The "Elf" is one of the fastest boats in its class and will undoubtedly do effective work in the duties that may be assigned to her. In addition it is understood that the famous speed boat "Nymph" owned by Louis H. Eisenlohr has also been offered to the Government.

The distributors and retailers of "Cinco" cigars, as well as the entire tobacco trade, will be highly gratified to learn of the high sense of patriotic duty which has impelled the Messrs. Eisenlohr to make these generous gifts to the United States Government.

Philadelphia Notes

Frank Roland, of Lopez Hermanos, has been calling on the trade.

M. J. McDonnell, head of the Yahn & McDonnell corporation, spent a few days in New York last week.

The United Cigar Store at the southeast corner of Broad Street and Girard Avenue, was opened for business last week.

"Marie Antoinette" cigars are being prominently displayed at the Tenth and Chestnut streets store of Leach & Company.

"Mozart" cigars, ten cents and up, are being featured by the M. J. Dalton Company, at their Fifth and Chestnut streets store.

D. Emil Klein, of the Jose Lovera Company, has been in town looking after the sales of the "Jose Lovera" brand and the "Banderos."

"Webster" cigars are receiving a boost this week through the efforts of "Chick" Morris, of the Y. Pendas & Alvarez factory.

Harry Boston, of William Demuth & Company, arrived in town a week later than scheduled, owing to the congested condition of the factory.

Victor Lopez, of J. Klorfein, has been in our midst putting his shoulder to "Garcia Grande" sales, which continue to grow in this territory.

Daniel Ostrow, at 702 Chestnut Street, has a display of "El Producto" cigars, the rapidly growing shadegrown-wrapped brand of the G. H. P. Cigar Company.

"As You Like It" cigars, manufactured by Godfrey H. Mahn, continue in popularity, and are to be found in most of the high-class stands and cafes about town.

"Selwyn" perfectos, retailing at seven cents each, are the subject of a special offer of four for twenty-five cents in the H. B. Grauley store at Sixth and Chestnut streets.

A. Schulte has opened his cigar store in the Little Hotel Wilmot, South Penn Square, and has been running some attractive window displays featuring patriotic emblems.

The declaration of a state of war gave an opportunity for boosting the "Ramon Allones" Shells, by appealing to the military spirit through a display of them. Duncan & Moorhead, 722 Chestnut Street, are among the firms having a window display of them.

Shall the Cash Discount be Continued?

By J. H. Tregoe, Secretary-Treasurer, National Association of Credit Men.

The cash discount was instituted to correct the commercial evils of our reconstruction period, but it is now being abused by many merchants. Unless it can be restored to a sound basis it should be abolished.

CASH discount has a history. As the biography of a grown-up would not be complete without some inquiry into his childhood, so the cash discount cannot be comprehended in its real significance without some inquiry into its origin and early days.

During the Period of Reconstruction following the nation's struggle for unity, banking facilities were inadequate, specie payment was suspended, the new national banking act was endeavoring to fit in with the changed conditions and the production and distribution of merchandise was confined to narrow areas. During this period the chief source of the nation's wealth was the products of the soil and we were not thought even possible competitors in supplying the world's needs for finished products. Though our historians have recorded with great and interesting accuracy the successive steps in the development of our national life as regards the creation and breaking apart of political parties and the consolidation of our social intercourse and economies, yet much that concerns the development of our industrial affairs is not found in these records and we depend largely upon imagination to picture the increase in our looms, the intercourse between buyers and sellers of merchandise, and how it happened that at a later period we emerged as a factor of importance in world trade.

One of the milestones in our industrial history is 1876, but four decades ago. It was the exposition held that year under national auspices which revealed to the nations abroad that we possessed intensive industrial powers and could manufacture finished products with a skill that would in time make the older markets take notice. It is one of the strange features of our industrial life that up until 1876 we were regarded as an agricultural country from which could be obtained large supplies of food-stuffs and raw materials. Within the brief period of four decades we have intensified our industrial activities and brought about a diminishing export of food-stuffs and raw materials and a marked increase in the export of finished products.

I have interjected this brief review of the national history of our industrial life in order that we might comprehend what circumstances brought into play that feature in the buying and selling of merchandise which we call the cash discount system. With our former inadequate banking facilities, commerce operated over narrow areas, until steel rails bound the Far East and the Far West and encouraged producers and distributers of merchandise to sell their products at long distance. Then it was that buyers came to the market usually at seasoned periods, selected their merchandise from the sellers' stocks, and expected long periods in which to pay for them. The wealth per capita was most modest, the consumers' abilities to buy were limited; and thus, following merchandise from its production until it reached the consumer, facilities for the carrying of accounts had to be arranged by the sellers of the merchandise through long terms and with the aid of such assistance as the banks could furnish.

Bear in mind that the facilities of banks to loan on commercial paper were not adequate to handle the financing of these commercial transactions, and the seller of the merchandise had to act largely as the buyer's banker in granting credit terms, running usually through one season —and oftentimes through two. Hence an arrangement that might induce the buyer to pay for his purchase within a shorter time than usual was eagerly seized upon; and there came into vogue the idea, which, though not entirely new, was popular because of the existing economic conditions, that the buyer who could arrange to pay for his purchase within a short time after the shipment or dating, might deduct a certain percentage of the invoice for the prompt payment. This deduction was called the "Cash Discount" —an unfortunate term, I would say, for it has been confused with the "Trade Discount" ever since. It would have been better to designate it as a "Cash Premium," which, in effect, it is; and such a term would have avoided some of the confusions and evils that are making the cash discount one of the mooted subjects of the credit department today.

Let us examine the question and see if, in its early days, the cash discount was really expedient. Staple merchandise was frequently sold on terms of sixty days dating from day of shipment, with four months extra, and a profit made in conformance with the terms. It was also customary to allow the buyer to deduct discounts of seven per cent. or even more, if payments were made within ten days of shipment, or ten days from dating. The seller of the merchandise believed that the premium allowed was justified by an equal advantage he could derive from use of the funds in anticipating his own purchases from manufacturers, and in making it possible to do a larger distributing business. To carry the entire load of long-term credits with the best banking facilities then obtainable would have been too burdensome. Following the beginning of a domestic credit system, banking facilities began to enlarge, the per capita wealth of the nation also enlarged with increased purchasing powers; and these taken together with increasing competition and salesmen selling at long distance with smaller profits brought about the incidence of shorter terms and decreased discounts.

Following this evolution through a period of two decades, we find that where merchandise was formerly sold on a basis of six months with a six per cent. discount, it now sells on a basis of sixty days with a two per cent. discount within ten days. And though this extension of our credit system and the increased purchasing power have not caused prices to be lowered but rather to be advanced, yet the ability of the consumer to purchase and to pay with the resulting increase in the purchasing power of the retailer, wholesaler, and manufacturer respectively, made any proportionate increase of the seller's responsibilities as banker to the buyer unnecessary.

To view a system in retrospect usually allows the privilege of saying that its beginnings might have been improved and though we are going to be guilty of this criticism in regard to cash discount in its earlier days, yet we are not confident that had we been privileged to assist in its development any other plan that that which did occur would have resulted. If, however, a seller of merchandise had said to his buyer: Should you send me a check covering this invoice within ten days of shipment or ten days from dating, I will send you a bolt of dry goods, a chest of tea or other articles of proportionate value and adapted the offer to the amount of the purchase, it would not in principle have been different from that of a cash discount, which in effect is allowing a certain proportion of the invoice as a premium for its payment within a specified time. Also, had the seller said to the buyer: If you will send me a check for this invoice I will at once send you a check for six per cent. of its amount, the complications and evils arising from the credit system would have been avoided, for only as the buyer complied with the terms would he have received the benefits of the discount. As it happened, however, the taking of the premium was left to the honor and good faith of the buyer, and this is the real origin of our troubles.

The cash discount is attractive. A buyer does not want to miss it if he can possibly make the additional profit; so if the amount were not available or his banking facilities were not sufficient to allow him to send check within the specified time, he felt a few days after the time should make no material difference. If he had taken merchandise from the shipment and claimed it as a shortage, the principle would not have been different were he to take a certain proportion of the invoice after the expiration of the time within which the premium was to be allowed according to the terms of sale.

It seems most difficult to convince buyers that the result of this abuse is injurious, that it eats into the very heart of our commercial system. When a violation of sales terms occurs and the cash discount is taken and demanded after the expiration of the time in which it was to be allowed, there may occur two evils—either upon the part of the seller, who is disposed to exploit his leniency and use this as a selling feature rather than depend upon the real value and competitive qualities of his merchandise; or second when the buyer is allowed to get away with the discount after the expiration of the terms, it makes a rift in his moral qualities. Should such a practice be persisted in, I cannot fancy anything of an unfair nature that the buyer would not eventually indulge in to obtain that which is not within his real earning power. There is another evil to which I want to bring your considerate attention—that of using discount terms as a weapon in the purchase of merchandise. I find a great many stores, particularly the large department stores—and I presume this is confined to the buyers in certain departments—which, when getting supplies from manufacturers or wholesalers, insist upon receiving extra discounts, and often the demand is made for the reason that the small manufacturer or wholesaler fears loss of business. When obtained under threat or on strong demand, there must occur some form of retaliation. It is but human to express it.

Now, in summing up present conditions with the cash discount system, we find the three pronounced evils—the exploitation of the seller, the injured morality of the buyer, and the burdensome demand for large discounts. We have been setting our hands to the correction of these evils, with the belief that unless they are corrected and the buyers and sellers of merchandise defend the cash discount system, treating it as it really is—a premium for performing a certain thing—there will be great difficulty in keeping the system as a feature of our commerce. We do not choose to enter into any forensic discussion of the expediency of the cash discount system, under our present large banking and economic facilities. We understand that many buyers are prone to believe that the system still continues to be a necessity; and, candidly, having reached no personal decision upon the expediency of retaining or eliminating the system, we are bending our activities to a correction of the evils.

You may not appreciate the fact, but throughout the nation at large there are occurring daily the most trifling and irritating little incidents over the cash discount. Merchandise is bought strictly on ten days from shipment, yet if there is a delayed delivery and the merchandise is not received within ten days, the buyer construes the terms arbitrarily to be a discount on receipt of the merchandise, whereas the terms were explicitly discount within ten days, with no reference whatsoever to the receipt of the merchandise. In such a circumstance it is our firm conviction that the buyer should accord to the seller the same degree of confidence he has received and be willing to remit within the discount period and conform with the sales terms even though the merchandise is undelivered. Other questions are continually being raised and we can in our mind's eye see the bubbles rising from these disputes coming to the surface here and there. We can hear the grumbling of discontent. Having set our hands to the building of high ideals in the commercial practices of this nation and having imbued its credit men especially with the thought of strict honesty and morality in the practices of credit departments, naturally there is a revulsion when these departments confront situations and meet with problems which indicate laxities of construction, indulgence in which constitutes a tremendous harm to our credit system.

We may in our opinion be speaking in terms stronger than the subject justifies, but we should not be satisfied to give it any other kind of treatment, for the whole history of the cash discount system manifests clearly enough what it was intended to conserve, what its later developments were, what evils have arisen, and what must be done to remove these evils and defend soundness in our entire commercial fabric.—"American Industries."

Kentucky Tobacco Growers Respond to Call

Hopkinsville, Ky.

With all preparations made for putting out the biggest tobacco crop known in years, indications now are that the farmers of this part of Kentucky and Tennessee, or what is known as the Black Patch, will respond loyally to the call that tobacco be subordinated this year and food crops grown instead. This is being put up to the farmers as a patriotic duty—that they help fight the country's battles in the war now declared by producing the foodstuffs that will be all important in feeding the soldiers, the people at home and the allied armies in Europe. Their service in this respect is being presented as just as important as that of the man who shoulders his gun and goes to the front and their duty just as imperative.

Commissioner of Agriculture Cohen and Dr. Fred Mutchler, chief of the farm extension work in Kentucky, are now engaged in a campaign over the State for the purpose of holding mass-meetings and impressing this matter upon the farmers. They opened their campaign at Owensboro, at Paducah, and at Hopkinsville, and from there on to other points until every section of the State has been touched. These officials are deeply in earnest in this project and are impressing the absolute necessity of the rural sections in producing foodstuffs in greatly increased quantities this year.

It is believed the farmers will respond cheerfully to the proposition. This does not mean that they will cut out the tobacco crop at all, but it does mean that many acres that have been set aside for tobacco will be planted in corn, vegetables, potatoes, oats or something of that sort instead. The farmers have just marketed a bumper tobacco crop at prices never before realized and it is really asking a whole lot of them that they shall change their plans, when every indication points to equally as good, if not better, prices next fall and winter. But prices on foodstuffs will be high, too, so they probably will not suffer greatly as the result. Then, too, the farmers are thoroughly loyal and patriotic and they are willing to do their full duty when their country calls them, be it actual service in the trenches or providing foods and other sinews of war from their fields.

Gunnoude & Zurmuehlen, wholesale cigar dealers of Council Bluffs, Ia., whose place of business was recently destroyed by fire, have leased temporary quarters at 13 Pearl Street.

A Jobber's Viewpoint of Retailing

IN the first place, a wrong impression exists in the minds of many retailers respecting the attitude of the wholesaler towards them. They seem to think that the jobber has no interest in their welfare and consequently they hesitate to solicit his aid in solving the many perplexing problems that confront them. This is largely so because the jobber has learned from many years' experience that to offer advice gratuitously or to call attention to things that seem to be in the way of success, are often regarded as an attempt to dictate as to how one should run his business. The jobber is obliged to be extremely careful about offering suggestions or calling attention to practices which he knows will eventually cause the downfall of his customer. It is only when extreme measures have to be taken to prevent a loss, that he takes his customer in hand to try to improve his methods and save him from failure if possible. The jobber is almost directly responsible in many cases for the failure of his customer by reason of his leniency in collecting his accounts. He is lenient because his customer leads him to believe that he is rendering a favor when, as it often proves, he is doing an injury. Time and again I have had it said to me and to me of others, "If I had been made to pay my bills promptly, I would not have failed." The majority of retail dealers are not frank enough in their dealings with the jobber. They ought to be on as friendly terms and their affairs should be as frankly discussed with the jobber as those of the jobber with his banker.

Every man in business should take a careful inventory of his stock at least once a year and should formulate a statement of his affairs for comparison with former years. From such statements he can determine the elements of weakness in his business and being shown, they can, with proper management, be remedied, and the quicksands of commercial dishonor avoided.

Failure after failure are constantly occurring that could be avoided if proper information as to the state of the business at all times was at hand.

Yearly inventories are a prime necessity on another account, that of Insurance. A business that will not pay the expense for insurance had best be abandoned. No man has a right, unless he has ample means outside of his business, to jeopardize the claims of his creditors by failure to properly insure his property. He cannot afford to run the risk incident to the failure to take an annual inventory and to properly record his purchases and his sales which are absolutely necessary to enable him to get his just dues in the case of loss by fire.

How many are there present who take an accurate inventory once a year, make out a financial statement in detail and take a copy of it to the jobber from whom he buys the principal part of his goods and talks it over with him. If he has not done very well during the year he will find the jobber can and will gladly point out to him where he can make improvement, where he can cut corners and by changes in his methods here and there put his business on a paying basis. If he has done well he will have the satisfaction of being congratulated on his good work. In either case he will leave the presence of his creditor with a lighter heart and with a new grip on the problems to be solved.

The man who discounts and the man who pays promptly are the ones who buy most cheaply. The inducements to sell are so greatly enhanced by these considerations that no bargains escape them and they are thereby often enabled to sell at a profit that means ruin to their "slip-shod" neighbor. Overbuying, overtrading, a lack of knowledge of what it costs to do business, how to figure profits, and not the least overtrusting, are the greatest evils to be contended with in mercantile life.

A good credit is something worth striving for, and when attained the possessor may rightfully feel a just pride in the fact that he possesses the confidence of those with whom he deals. A good credit standing properly used is an acquisition of unlimited value.

The average merchant seems to feel that his honesty is questioned when payment of bills due or long past due is requested. He seems to forget that when he enters into a contract with the jobber, which he does every time he buys goods, he assumes certain fixed obligations which, as an honest business man, he is bound to carry out. One of these obligations is payment at maturity. If for any reason he is not able to discharge the obligation upon the terms upon which the goods were bought, it is up to him as a good business man to propose and arrange for settlement upon terms that may be mutually agreed upon and not let his bills run past due indefinitely.

"A man who continually lags behind in the payment of his debts is an annoyance and a source of worry to the jobber."

One who treats his financial obligations in an unbusinesslike way is sure to fail sooner or later. The influence on his state of mind that causes him to neglect his payments will cause a neglect of other vital matters pertaining to his business and his downfall is certain.

For some time past a vigorous effort has been made, and it still continues, to do away with "cash discount" terms and to shorten credits, because of the abuse of terms and the failure of many to pay their bills at maturity. The wholesaler has contended against the abrogation of "cash discount" terms notwithstanding he is one of the greatest sufferers. How long he can stand it is problematical. Cash discount as per terms of sale is a premium for prompt payment at the time specified. If deferred it is not earned and should not be taken. One would not expect of his banker, what he seems to expect from the jobber in the matter of cash discount or interest on past-due accounts. Many do not seem to realize that it is not right to take or withhold something that they have not earned or does not belong to them. They must know, if they give it a thought that it is not fair to others to expect something that is not accorded to others in settling contracts. I hope the retail dealers will not compel the jobber to cut out cash discount altogether. If it is done the man who is able to pay in ten days will have no advantage over the one who is only able to pay at maturity.

One of the many sources of annoyance, expense and loss to the jobber, is the habit many retailers have of giving orders to specialty men to get rid of them and when the goods are delivered send them back. It costs the manufacturer money to get the orders and if the goods are returned it costs the jobber not only drayage both ways, which at the high price paid for trucks or teams is a considerable percentage of doing business, but the expense of getting the goods out and returning them to stock and all the clerical work necessary to the transaction. This is not fair nor right and should not be countenanced.—Address of T. H. Green, before the Minnesota Retail Grocers' Convention.

General Cigar Company Takes Over T. & O. Factories

The Theobald & Oppenheimer Company, of this city, has conveyed to the General Cigar Company, subject to a mortgage of $60,000, the five-story factory at 1147 to 1153 North Fourth Street, northeast corner of Cambridge Street, 85 feet 5 inches on Fourth Street by 168 feet on Cambridge Street, assessed at $100,000, together with the four-story factory at the northeast corner of Montgomery Avenue and Marvine Street, 75 by 130 feet, and assessed at $24,000.

Mr. Christian on "Covering the Territory"

THE cigar trade in Chicago and about have a lot of wholesome respect for Burt Christian, manager of the cigar department of the Steele-Wedeles Company, because he represents the new school of advanced, scientific merchandizing. Mr. Christian is not a manager in name only; he manages in the fullest sense of the word, and he has been getting wonderful returns for his thoughtful work.

In the current issue of the General Cigar Company's handsome little house organ, Mr. Christian has contributed a vital article which may give other managers some food for thought. We think it quite worthy of reprinting herewith. Mr. Christian said:

"It has been my experience that it is best to confine your efforts in a certain restricted territory. By doing this, you are in a position to keep in very close touch with all of your accounts. Not only that, but you can comb the territory more thoroughly, become better acquainted with your customers, see them more often and do more business.

"When I came to Steele-Wedeles Company, I found that their salesmen were working promiscuously in all parts of the city. In fact, they were continually butting into each other, which was very unsatisfactory, and losing an awful lot of unnecessary time in going to see their various customers. In fact, they were only calling on the 'Cream' and leaving the others for the subjobbers.

"I requested one of the salesmen, who has been working for the Company here for a good many years, to furnish me with a list of his customers. This particular salesman submitted me a list with 690 accounts, and told me that it was only a partial list.

"I looked this list over very carefully, and found that this salesman was working from the extreme Northside to West Pullman, Illinois, and from the extreme Westside to the Lake. I asked this salesman how often he called on his customers, and he had the nerve to say that he saw them every two weeks. Well, maybe he did, but I'd hate to tell you what I think.

"As soon as I found out conditions, I went to work and divided the city into seven sections, giving each salesman a certain territory to work, and impressed upon him that it was absolutely necessary for him to get 100 per cent. distribution in his particular territory, and, not only that, but that he was responsible for every account in his territory.

"Well the result that we obtained was marvelous. I found on January 1, 1917, that each of our salesmen had too many accounts to look after in the territory which we divided up into seven sections.

"We have taken this same territory and made twelve sections out of it, and each salesman has enough accounts to keep him busy for ten days, working day and night. Each salesman is now in closer touch with his various customers. He gets to see them every few days.

"I am happy to say that we have opened this year up to March 1st over 1000 new accounts. Now, it only goes to show that the way we are handling this territory proposition is just about right.

"Each salesman has to work harder because when he calls upon a customer and he doesn't need any of his popular brands, he is going to work hard to get his popular brands out where the various consumers can see them when they call.

"Not only that, but he can assist his customers in a great many ways, for instance,—by fixing up his showcases at times, putting his popular brands to the front. I have found from personal experience that this is a great advantage to any salesman.

"In fact, I don't think that we could improve on our territory arrangement. Every salesman that we have in our employ today in the Cigar Department is thoroughly satisfied, and believe me, we are getting nearly 100 per cent. distribution on our popular brands.

"We have opened up since last September nearly 4000 new accounts."

Work Started on New Home of Bankable Cigar Company

Plans and specifications for the new home of the Bankable cigar factory have been received at Frankfort, Ind., by Noah Smith, and work on the building has been started.

A residence located on the site of the new building is now being prepared to be moved away and excavating will be started during the next few weeks.

The new structure will be three stories high with a basement, and will be constructed of brick. The building will be trimmed in stone. The front of the building will be beautiful in design and will set back from the sidewalk a distance of 12 feet and will be 62 feet wide by 125 feet in length. The factory will have a total of 30,000 square feet of floor space.

The first and second floors of the building will be finished in white tile, and each room and department of the factory will be separated by a four-foot oak wainscotting and completed to the ceiling with opaque glass partitions.

On the first floor of the building there will be office rooms, dining hall and rest room besides important departments of the factory. The second floor will be reserved for the cigar factory proper, while the third floor will quarter the packing and shipping departments.

The entire factory will be modern in every respect, and will represent the most up-to-date daylight factory in the State. Concerning the building, Mr. Smith said, "in order to make the building as light as possible, it will have large windows at every available space."

Business of Burdsall & Adams Not Sold

Failing to get a higher bid than $13,800 for the business, brands, stocks, etc., of the cigar manufacturing firm of Burdsall & Adams, which was offered at public sale last week at the auction rooms of Samuel T. Freeman & Company, the sale was called off, and it is probable that the liquidating agent, the Philadelphia Trust Company, will endeavor to dispose of it at private sale.

At the beginning of the sale a request was made for a bid of $20,000, but as none was forthcoming, the auctioneer reduced the amount until he was asking for a bid of $7500. Here bidding started, and continued slowly, until $13,800 was offered. After seeking additional bids for some time, it was then announced that the business would not be disposed of for such a low bid.

The business was for sale as a "going concern" and no offers were considered for any of the individual assets.

Pent Brothers' salesmen are devoting most of their efforts to the "Don Digo" brand, a ten cents and up proposition. There has always been a good demand for this cigar, but with new efforts, it is rapidly growing in popularity.

Tampa

B. Wasserman Spends Week in City—Recruiting Agencies Opened—Jose Lozano at the Factory for a Stay—Record Output Continues

Tampa, April 9, 1917.

SOME fine connections were made recently by the San Martin & Leon factory, due to the efforts of Jorge Leon and Nat Rosenheim, who have been away on a trip.

Following a long stay in Tampa, Celestino Lopez, of Arguelles, Lopez & Brother, has returned to New York, accompanied by Mrs. Lopez and their two daughters. Mr. Arguelles has left for Havana, where he expects to spend some time.

Jose Lozano is now at the factory for some time, following a number of trips about the country and several journeys to Havana leaf markets. Business is going along splendidly with the famous house of F. Lozano, Son & Company, and prospects continue bright.

B. Wasserman, who has been in Havana, came over to Tampa last week and called at the Sanchez y Haya factory, which he represents in New York. During his stay of a week he was entertained by a number of manufacturers, chief among whom was Francisco Torre.

The old agitation for recognition of the union, which includes permission to have delegates on every floor, has been brought up again. It is not a question of more money this time. The Tampa Board of Trade has refused to lend its offices to arbitrate the matter, and the unions have done nothing further than make the demand. Undoubtedly the leaders of the movement are waiting for a more appropriate time to take action.

The war spirit is much in evidence, and the people are displaying their patriotism by the flying of flags and other loyal acts. Five recruiting stations have been opened, and quite a number of applications have been received. Tampa has organized a company for the coast artillery of the National Guard. The Coast Defense Reserve is attracting a great many, but, of course, when men enlist for war, they are looking for action, and as a result the stations recruiting for the Army and the Navy are the most popular.

Salvador Rodriguez is in Cuba, but expects to return to the factory shortly. In a short time Mr. and Mrs. Rodriguez will leave for the North, where they will spend the summer. The factory will be in charge of Delphine Rodriguez during the absence of Don Salvador.

It is interesting to note as the weeks go by that the output of cigars continues to exceed the records of the previous year. This is highly encouraging, and thus far the entrance of the United States into the war has had no effect on the output.

One thing that is being discussed at some length by most of the manufacturers is the coming revenue bill which is sure to place a heavy burden on the entire tobacco industry. Many of the manufacturers here do not see how it will be possible to avoid raising the prices of ten and fifteen-cent cigars to the consumer. This can easily be done by making use of pennies. The prices of everything used in the production of cigars will make it imperative to advance prices still further if the industry is heavily taxed.

Perfecto.

M. F. Ferguson Leaves Tobacco Products Company

Mortimer F. Ferguson, who has been associated with the Tobacco Products Corporation for several years, in fact, almost since its organization, announced his resignation last week. Mr. Ferguson has been handling the distribution of the "Milo" brand of cigarettes in greater New York with conspicuous success and the company express regret at his decision to leave them.

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS SINCE 1854

The Right Man Can Be Found Through The Business Opportunities Page.
Try it.

CHANCELLOR
The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

TOBACCO EARNINGS GAIN DESPITE WAR

Most Notable Gains in Manufacturing—Peace Would Improve Conditions and Reduce Costs Which Have Risen Rapidly.

DESPITE the fact that practically all of the tobacco manufacturers of this country made more money last year than in 1915, there is probably no group of industrials that would benefit more by the termination of the war than this one.

This applies to the manufacturing end of the business. The retailer sells his goods in peace or war, and there are some shrewd observers who are of the opinion that the worry and additional cares that go with a war period tend to increased tobacco consumption. They argue that the nervous man smokes more than one who is without care.

In the manufacturing end of the tobacco business costs have risen steadily since the start of hostilities. Labor is higher in line with other industries. Tin and paper, of which the tobacco industry is one of the largest users, have advanced greatly since 1914.

But with all these increasing costs the American Tobacco Company, Lorillard, R. J. Reynolds and Tobacco Products showed sharp increases in net earnings in the year just closed. American Tobacco earned nearly 23 per cent. for its common against 20 per cent. in 1915; Lorillard jumped from 18 per cent. to 25 per cent., Reynolds increased its net for common from 45 per cent. to 78 per cent., and Tobacco Products, in existence only four years, more than doubled its surplus, showing nearly 6 per cent. for the common, against 2.5 per cent. in 1915.

The Liggett & Myers Tobacco Company ran practically even with the previous year.

The steady increase of one-half of 1 per cent. each year in dividends on the common stock of the United Cigar Stores Company, the largest retailer of tobacco goods in this country, furnished an excellent idea of the steady increase in consumption of tobaccos in the United States.

The following table gives the dividend payments by the important parts of the old combination in the years 1913, 1914, 1915 and 1916. The year 1912 is not included, although most of the companies started disbursements on their junior shares in the first year after the disintegration of the trust:

	1916	1915	1914	1913
American Tobacco Co.....	20%	20%	*20%	†35%
Liggett & Myers.....	‡16	16	§16	16
R. J. Reynolds	28	12	12	14
P. Lorillard	16½	13	15	12½
United Cigar Stores.....	7	6½	6	5½
Weyman-Bruton	26	‡22	‡32	10
Geo. W. Helme	14	12	12	10
American Snuff	12	12	x14½	x15

*In this year there was a special distribution of shares of the Imperial Tobacco Company on the basis of 360-729—1,824 to each holder of one share American Tobacco common. This was a special distribution, in compliance with the court ruling in tobacco case.

†Fifteen per cent. of this was also a special cash dividend in carrying out the dissolution decree.

‡In 1914 an extra of 20 per cent. was paid in scrip; in 1915 an extra of 10 per cent. was paid in scrip.

§Rights for subscription to new preferred were also given in this year.

xThere were special distributions in this year in compliance with court's decree.

FRIENDS, Mother Nature is a woman, so mere man might as well let her have the last word. Velvet is Nature's last word in tobacco. Let's put *that* in our pipes an' smoke it.

Velvet Joe

Nature Has Done Her Best in VELVET—

Only Nature Could Have Done So Well

IF your taste is anything like that of most pipe smokers we know, you won't *want* a better tobacco than Velvet.

To get a better—someone must invent a better variety of pipe tobacco than Kentucky Burley. That hasn't been done. Someone must beat Nature at Nature's own method—mellowing this tobacco by two years' patient ageing in wooden hogsheads. That's not likely to happen.

Put Velvet to any test *you* think will prove its quality. And make the test *today*.

These Velvet advertisements are being read by fifty millions of people every week. Some of them will be your customers.

Liggett & Myers Tobacco Co.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, April 9, 1917.

THE die has been cast and the United States, Cuba, Panama, and perhaps Brazil also, have openly declared war against Germany, and naturally the latter's allies may side with her. The question for us is, therefore, to try and look into the future dispassionately, in order to ascertain how the tobacco business may be affected. We earnestly hope that the war may not actually extend to our side, and thus perhaps intervene with our shipping facilities to our great and powerful sister Republic, as otherwise we should be indeed in a sore plight. However, we shall not try to picture the horrors of war beforehand.

The leaf market has been quieter during the past fortnight, partly for want of enough American buyers in town, and also on account of the few stocks for sale, and the exceedingly high prices asked for same by the few lucky holders. First capaduras of Remedios have reached a new record price, as $75 per qq., were paid for one escogida. Of the new libre de pie, we heard of one sale of $20 per qq., to one cigarette manufacturer, and $40 per qq. for strippable fillers to a cigar manufacturer. There are still plenty of third capaduras for sale, but as they are mostly not strippable, they can only be sold to our cigarette manufacturers, and as there are no exports to Europe, the cigarette manufacturers are in no hurry to pay the high asking prices, particularly as the cigarette business to the Eastern provinces is still unsettled.

Very little further news has come to hand about the new crop from the Vuelta Abajo, or Partidos, as we are now waiting for the opening of the rainy season, so that the dry leaves may be put into bundles and can be thrown into piles, in order to undergo the first fermentation process. As far as Remedios is concerned we are still lacking authentical news, as regards the quantity and eventual quality. The country buyers are still afraid to venture into the tobacco fields, as not all of the bandits in the Santa Clara province have been hunted down, although virtually the revolution is in its last stage of agony. Some vegueros that have come to Havana say that the crop may be larger than last year.

Sales during the past fortnight totaled 4031 bales, which divided represented: 1656 bales Vuelta Abajo and Semi Vuelta; 105 bales of Partido, and 2270 bales of Remedios.

Buyers were: Americans, 2171; exporters to Europe (Great Britain), 183; shippers to South America, 500; and our local manufacturers of cigars and cigarettes 1177 bales.

Exports of leaf tobacco from the port of Havana for three weeks, from March 11 to April 5, 1917, totaled 27,598 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 24,487; to Canada, 821; to France, 1398; to Great Britain, 137; to the Canary Islands, 20; to Mexico, 13; to the Argentine Republic, 107; to Uruguay, 570; to Chile, 40; and to Japan, 5 bales.

Receipts of Leaf Tobacco From the Country

For 2 weeks ending Mar. 22, 1917.			Since Jan. 1, 1917.
Vuelta Abajo,	1,011 bales		7,359 bales.
Semi Vuelta,	84 "		650 "
Remedios,	1,458 "		22,694 "
Total,	2,553 "	Total,	30,703 "

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: Emanuel Starlight, and his nephew, A. Starlight, of Starlight Brothers, Incorporated.

From Tampa: Facundo Arguelles, of Arguelles, Lopez & Brother.

From Cincinnati: Edward Rind, of Edward Rind.

From Milwaukee: Harry Reichert, of the Reichert Leaf Tobacco Company.

Returned—Antero Prieto and family, of Sobrinos de A. Gonzalez; from their vacation in Spain, by the Spanish steamer Reina Maria Cristina.

Departures—To New York: Alfredo Selgas, Emanuel and A. Starlight.

To Chicago: Walter Sutter.

To New Orleans: Mark A. Pollack with his family.

To Tampa: Francisco Arango.

To Milwaukee: Harry Reichert.

To Philadelphia: Venturo Blanco.

Cigars

Our few large cigar manufacturers are still working well, and they seem to have enough orders on hand yet to keep all hands busy, while the medium and smaller factories are having a hard road to travel, as their orders are only for small quantities, and far and between. Nobody knows what the outlook is going to be later on, on account of the war, as it is feared that the United States may raise the duty again on our cigars, and which naturally would decrease the consumption correspondingly, therefore the future looks rather blue for them. The English orders under the licenses of the Board of Trade have become exhausted, although we have learned that the British Government is still sending some orders for the canteens of the army and navy. The French minister shipped last month the big quantity of 2,500,000 cigars to his government, besides 1398 bales of leaf tobacco. The latter quantity had, however, been bought previously, therefore as they constituted no fresh sales, they were not included in the last fortnightly sales or purchases. The Spanish Regie is ordering fairly well, while Canada and the various other countries are sending us only moderate calls. Business with the United States has been good enough, but the bulk has been obtained by the few well-known factories of first-class reputation.

Romeo y Julieta stands at the top of our independent factories, having a wide sale for its cigars all over the world.

Partagas likewise cannot complain as we note that its shipments have been very heavy of late to all the principal countries.

H. Upman is doing a fair business, considering the dull season of the year.

Punch is working along in the same satisfactory manner, as Don Manuel Lopez, the owner of the factory, has gained such a reputation for excellence of quality and perfect workmanship of his cigars that he never lacks orders, although he never tries to rush them off.

Sol and Devesa de Murias, being brands of old standing and reputation, also never lack some orders to fill, although just now they could do more.

The rest of the factories continue to work moderately at present.

Leaf Tobacco and Other Notes of Interest

As W. B. Houston, of the Henry Clay and Bock & Company, did not meet with the success at Washington in getting an American steamer to carry the two million cigars, purchased by the pursers of the American fleet at Guantanamo, from Havana to La Caimanera, the president of the Union of Manufacturers, Don Ramon Arguelles, headed a committee of that body and waited upon President Menocal in order to get the permission from him to ship the above named two million cigars by a Cuban coastwise steamer, and which was granted without any difficulty, even if the Cuban steamers are all employed by the government, principally to carry ammunition of war and eventually some troops. The steamer Gibara finally took the two million cigars, 416,000 of which were shipped by the Por Larranaga factory, about 400,000 by the trust, and the remainder was divided among various other factories.

Starlight Brothers, Incorporated, of New York, made some excellent purchases of leaf tobacco through Emanuel and A. Starlight, while here. They had to pay very high prices but they got the very best in the market, which is certainly a satisfaction for the customers of "La Rose de Paris," as they are now sure to obtain the same fine quality cigars they have been accustomed to heretofore.

Herrera Calmet & Company were sellers of 515 bales of Remedios during the past fortnight to their customers.

Walter Sutter & Company bought 458 bales of leaf tobacco for account of their customers.

Manuel A. Suarez & Company sold 300 bales of Remedios in the last two weeks.

Leslie Pantin was a buyer of 396 bales of leaf for account of his clients.

Jose F. Rocha disposed of 273 bales of all kinds of leaf lately.

J. F. Berndes & Company acquired 395 bales of tobacco for their customers.

Other sellers were: Leon y Delgado & Company, 907 bales; Candido Obeso, 640 bales; Muniz & Gonzalez, 348 bales; Tomas Benitez y Leon, 250 bales; Selgas & Company, 206 bales; Jose Diaz Longo, 200 bales; Pertierra, Prieto & Company, 200 bales; and B. Diaz & Company, 192 bales of leaf tobacco.

Other buyers were: Havana Tobacco Stripping Company, 487 bales; Allones, Limited, 365 bales; Garcia & Company, 297 bales; Manuel Lopez, 277 bales; Hijos de Diego Montero, 250 bales; Bridat & Company, 218 bales; Por Larranaga, 200 bales; Sobrinos de A. Gonzales, 140 bales; G. W. Nichols & Company, 100 bales; and various smaller quantities, 450 bales.

Shippers above 200 bales of leaf tobacco during the last two weeks ending March 24th were: Virgilio Suarez, 3429 bales; Mark A. Pollack, 1856 bales; Leslie Pantin, 1540 bales; the French Minister, 1398 bales; Menendez & Company, 1237 bales; Walter Sutter & Company, 1202 bales; Cuban Land and Leaf Tobacco Company, 1180 bales; J. Bernheim & Son, 795 bales; Manuel A. Suarez & Company, 553 bales; Jose F. Rocha, 549 bales; Ernest Ellinger & Company, 531 bales; Havana Tobacco Stripping Company, 451 bales; Jose Suarez & Company, 442 bales; Gutierrez & Zabala, 414 bales; I. Kaffenburgh & Sons, 369 bales; Maximilian Stern, 278 bales; M. A. Gunst & Company, 270 bales; Hijos de Diego Montero, 250 bales; H. Upmann & Company, 238 bales; Hinsdale Smith & Company, 220 bales.

Oretaniv.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 358 E. 78th St., New York. 9-1-tf

For Sale.

FOR SALE—Fifteen Universal Stripping Machines. Correspondence invited. Address Box 210, "Tobacco World."

Salesman Wanted.

CIGAR LABEL SALESMAN WANTED—By New York lithographer turning out high-class work only. One with some experience preferred. Apply with full particulars to Box 208, "The Tobacco World."

For Sale.

FOR SALE—Three Universal Stripping Machines, in first-class condition. Write Commercial Cigar Company, Newark, Ohio.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

SAN PERSA:—40,159. For all tobacco products. March 3, 1917. Pasbach-Voice Litho. Co., New York City.

DUMB JACK:—40,161. For all tobacco products. March 21, 1917. M. M. Importing Co., New York City.

GOLD ROOSTER:—40,160. For all tobacco products. March 21, 1917. American Litho. Co., New York City.

VANA SMOKERS:—40,164. For cigars. March 14, 1917. A. Kauffman, Milwaukee, Wis.

FLOR DE BOOK BUILDING:—40,165. For all tobacco products. March 24, 1917. Ruy Suarez & Co., New York City.

BONE DRY:—40,166. For cigars, cigarettes and tobacco. March 24, 1917. L. N. Schulner Cigar Co., Watertown, S. D.

SEAL OF NORRISTOWN:—40,167. For cigars, cigarettes and smoking tobacco. March 23, 1917. A. F. Zeigler, Lansdale, Pa.

DE LUXE:—40,168. For smoking pipes. March 30, 1917. Manhattan Briar Pipe Co., Brooklyn, N. Y.

TAMIAMI TRAIL:—40,169. For cigars, tobacco, etc. March 6, 1917. Wm. Steiner Sons & Co., New York City.

UMBRIA:—40,170. For pipes and tobacco sundries. April 3, 1917. Adolph Frankau & Co., Inc., New York City.

FREE RUSSIA:—40,171. For cigarette tubes and cigarette papers. March 30, 1917. Gluckman & Sons, Inc., New York City.

EPTALOPHOS:—40,172. For cigarette paper books. March 27, 1917. Max Spiegel, New York City.

INCODIDUS:—40,173. For all tobacco products. March 23, 1917. American Lithographic Co., New York City.

VARSITY:—40,174. For tobacco pouches and smokers' articles. March 29, 1917. Adolph Frankau & Co., Inc., New York City.

PADDY WHACK:—40,175. For all tobacco products. March 22, 1917. Edward F. Law, Lancaster, Pa.

JACKSON HIGHWAY:—40,176. For stogies, cigars, cigarettes, and cheroots. March 30, 1917. Englehardt Bros., Evansville, Ind.

CAMERON BLUE RIBBON:—40,177. For tobacco and cigarettes. March 27, 1917. Cameron Tobacco Co., Richmond, Va.

HIGH PLANE:—40,178. For all tobacco products. March 28, 1917. American Lithographic Co., New York City.

SMOKER'S ZONE:—40,179. For all tobacco products. March 28, 1917. American Lithographic Co., New York City.

EL ORO No. 1:—40,180. For cigars. March 23, 1917. Manuel Casan, Biloxi, Miss.

TRANSFERS.

PURITAN BOND. For cigars, cigarettes and cheroots. Registered July 24, 1909, in Tobacco World, by Petre, Schmitt & Bergmann on February 17, 1917. Transferred to the Dahlman Cigar Co., Denver, Col., after mesne assignments.

COPYRIGHT. For cigars, cigarettes and cheroots. Registered August 4, 1909, by Luchett, Luchs & Lipscomb, Philadelphia, Pa., in Tobacco World. Transferred February 17, 1917, to the Dahlman Cigar Co., of Denver, Col.

GOLD ROOSTER:—40,160. (Tobacco Merchants' Association.) For all tobacco products. Registered March 21, 1917, by American Lithographic Co., New York City. Transferred to W. B. Heriot, De Oro Cigar Co., Tampa, Fla., on March 31, 1917.

CANCELLATIONS.

QUENTIN DE LA TOUR:—40,133. For cigars. Registered March 12, 1917, by H. Derksen & Sons, Oshkosh, Wis. Cancelled March 29, 1917.

Railroads Want Higher Rates by June 1

Traffic officials representing virtually all the railroads involved in the recent request for a general advance of 15 per cent. in freight rates, on Tuesday last told the Interstate Commerce Commission that they were especially desirous of having the new rates go into effect not later than June 1st.

Approximately fifty transportation experts from Eastern, Western, Southern and Southwestern roads appeared before the Commission. The railroads also request that recent rate increases authorized by the Commission, with the exception of coal, coke and ore, share in the further 15 per cent. increase, the same as rates on other commodities.

Counsel for all the railroads filed with the Commission a stipulation under which the Commission would be at liberty to order a general reduction in the rates for which an advance is now sought, upon the termination of the present emergency, without contest by the roads.

R. Walton Moore, representing the Southern group of roads, told the Commission that he understood there soon would be a reduction of the number of carriers in the country under private management. Later, he explained, that he was informed that the Government intended to take over certain steamship lines operated by railroads.

Garrett H. Smith Home From Cuba

Garrett H. Smith, representative of the Compania Litografica de la Habana and inventor of the gumless cigar band, has recently returned to New York from a trip to factory headquarters in Havana.

On his way North Mr. Smith stopped at Key West, Tampa and Jacksonville and called on various members of the cigar manufacturing industry with satisfactory result. Mr. Smith took up the proposition of the gumless cigar band with a number of them and it received a most enthusiastic reception.

GUMLESS BANDS
SANITARY AND EFFICIENT
FINEST IMPORTED
Cigar Bands and Labels
GARRETT H. SMITH
United States and Canadian Representative
Compañia Litográfica de la Habana, Habana, Cuba
106 EAST 19th STREET, NEW YORK CITY
Telephone, Gramercy 4880

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Training and Keeping the Employe

Under our industrial system we are compelled to deal with groups of persons to a very large extent for the reason that our products are the result of organized rather than individual effort. Hence our method of training must be in keeping with present-day demands. A well-trained organization is the best asset any business can have. It is not strange to realize that so many of us are only beginning to grasp the opportunity so long within easy reach. The notion that the training of help means the transformation of human agencies into working equipment is erroneous. It would be true, of course, were we dealing with the physical only. But we must ever keep before us the fact that it is necessary to create a state of mind. Our training must be of such a character as will transform mental energy into moral influences, for here is where we get stability and physical energy into physical achievement, for it is from this source we derive the income.

The best results can be gained only when we have the confidence and good will of our people. We must be able to convince them that our interests are identical. That we desire their advancement with that of the business. We should know every individual in our employ if at all possible, but if this cannot be done, it is essential that we be in close touch with those through whom we can project our influence throughout the organization. The rank and file of our workers are men and women who want to feel that our greatest problem is not how to keep them down, but how to afford them better opportunities for advancement. That when conditions arise which makes a lower production cost imperative, that it will be secured through economy of manufacture rather than by cutting down their pay.

Then, too, they are entitled to know something about the cost of doing business. The right sort of information in this direction will go a long way toward keeping them satisfied with their job. Many of our people know something about the cost of materials, and knowing what they receive for their work they figure an enormous profit on the work they do. With only partial facts in hand, they develop a spirit of unrest, which does not require much agitation from a parasite of labor.

As already indicated the burden of training is not so much to make the individual a power in himself, but a power in the organization. Here is the opportunity for them to evolve plans and methods along constructive lines and ever to keep their eyes fixed upon opportunities yet to be reached. They must understand that the call for larger duties, a more extended service, comes to those who have been faithful in the lesser things of preparation.

I am quite convinced that all our industrial problems can be solved satisfactorily when we all accept as fundamental the law of square dealing. This law must not only be taught, but accepted by employer and employed. It provides that all our acts and all their acts should redound to the advantage of all concerned, and teaches us that after all the future permanency of our industrial life does not depend upon the wealth we create as it does upon the service we render each other.—A. G. Burry in "American Industries" for March.

Muncie Cigar Company Dissolves

The St. John Cigar Store Company, East Main Street, Muncie, Ind., has recently filed papers with the Secretary of State, for the dissolution of the corporation. Sam Gibson and Alfred Kilgore have purchased the one-third interest held by Mrs. Ned Griffith and a new corporation will be formed.

Ralph B. Oppenheim, who travels for the Eastern Cigar Manufacturers, makers of the "Skill" cigar, has recently returned from a successful trip through the West.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

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Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

CARDENAS y CIA Cable Address, "Nasdecar"
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SPECIALTY—VUELTA ABAJO AND ARTEMISA
124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

Established 1890 Correspondence Solicited

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HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

Tobacco Exports Show Heavy Increases

Notwithstanding the restrictions placed upon foreign trade by the European war, the exportation of leaf tobacco and its manufactured products does not seem to be adversely affected, according to the official Government statistics for the month of January. Natural leaf tobacco was shipped out of the country in far greater quantity than the corresponding month last year, almost a fifth of the total exportation going to Australia. Shipments to China jumped from a few thousand pounds in January, 1916, to almost a million and a half pounds for the same month of the current year. Italy took more than 6,000,000 pounds, as against 177,500 pounds in the corresponding month last year, and there was a big increase in the exports to France. All tobacco products show increases, with the exception of smoking tobacco.

The total volume of leaf tobacco shipped out of the United States during the month of January, 1917, was 22,718,167 pounds, an increase over the corresponding month last year of 3,193,167 pounds, or 16 per cent. Exports of stems and trimmings amounted to 145,022 pounds, an increase of the same quantity, inasmuch as no exportation of stems and trimmings was recorded for January, 1916. Of the manufactured tobacco products exported during January, 1917, there were 214,000 cigars, an increase of 99,000, or 86 per cent.; 319,951,000 cigarettes, an increase of 78,294,000, or 32 per cent.; 486,666 pounds of plug tobacco, an increase of 146,091, or 43 per cent,; 138,144 pounds of smoking tobacco, a decrease of 2481 pounds, or 2 per cent.

The record for seven months of the fiscal year ended with January, 1917, reveals the following comparisons in contrast with the corresponding period of the last fiscal year: Leaf tobacco increased 44,135,258 pounds, or 16 per cent.; stems and trimmings decreased 134,381 pounds, or 3 per cent.; cigars increased 589,000, or 80 per cent.; cigarettes increased 1,724,481,000, or 132 per cent.; plug tobacco increased 786,621 pounds, or 3 per cent.; smoking tobacco increased 587,255 pounds, or 66 per cent.

The total value of all tobacco and its manufactured products exported from the United States during January, 1917, was $4,762,634, an increase over the corresponding month last year of $2,170,593, or 84 per cent.; the total value for seven months of the fiscal year was $51,326,958, an increase of $15,346,347, or 42 per cent.

Cigarette Manufacturing in British India

In the Bangalore Cantonment, British India, the Peninsular Tobacco Company has a large cigarette factory employing about 1200 hands and turning out millions of cigarettes every day. Tobacco is chiefly imported from the Guntur District of Madras and the cigarettes are exported along the Indian Railway System. "The growth and demand for these cigarettes," says the report, "is shown by the fact that in the last three years the exports have increased from 12,800 maunds (320,000 pounds) to 46,000 maunds (1,150,000 pounds), and in value from 7 to 34½ lakhs of rupees ($227,103 to $1,119,295). The Indian cigarette is undoubtedly the cheapest in the world and is an illustration of what can be done in the face of adverse conditions by well-directed organization and enterprise."

Old Reading Cigar Business Sold to "United"

Charles Breneiser's Sons retail cigar business, Seventh and Penn Streets, Reading, Pa., one of the oldest cigar stands in that city, has recently been sold to the United Cigar Stores Company. The business has been established for seventy years. The store has been leased to the "United" by Thomas and Charles Breneiser, the surviving members of the firm. They will continue their wholesale cigar business.

Increased Tobacco Shipments From the Philippines

The reduced leaf tobacco shipments from the Philippines of 1915 showed a 60 per cent. increase in quantity for 1916, and, with a total closely approximating 40,000,000 pounds, established a new high record in the export trade by several million pounds, while better prices contributed to the favorable returns for the year. Spanish purchases, which dominate the trade, were resumed in unusual volume, and shipments to Netherlands assumed noteworthy proportions, in addition to which those to the United States were larger than ever before, although still of little importance in the total. In the cigar trade there was also marked activity, due to the greatly increased American demand, the long-standing trade with other countries continuing to be generally adversely affected by the war. There was a steady increase in shipments to the United States throughout 1916, which grew exceptionally heavy in the closing months, with a new high record of 111,000,000 in this fluctuating trade as compared with 61,000,000 in the previous year. The average price to the American market continued to decline and was the lowest since the establishment of free trade, suggesting disproportionally increasing shipments of lower grades.

Russian Tobacco Crop and Shipments

The inability of American tobacco firms to obtain Turkish tobacco has compelled them to interest themselves in Russian tobacco grown in parts of Russia where soil and other conditions may be somewhat analogous to those in the region from which the favorite Turkish tobacco was imported. The entire coast of the Black Sea is a tobacco-growing region. The tobacco grown in some parts of the Sukhum district is said to be of especially good quality.

According to latest information, the tobacco crop of the Sukhum district is estimated at 600,000 to 700,000 poods (10,800 to 12,600 tons); that of the Black Sea Government is estimated at 400,000 to 500,000 poods (7200 to 9000 tons); Kuban district 1,500,000 poods (27,100 tons); Bessarabia, 400,000 poods (7200 tons); Yalta (Crimea) district, 500,000 poods (9000 tons).

Shipment of tobacco from Novorossisk to Archangel, the only available port at present (during the navigation period), is possible only by rail. Because of the shortage of rolling stock and other circumstances shipments move very slowly. For this reason and because special permits from the military authorities are necessary, it is unwise to figure on shipments by slow freight.

Beginning with the first of January, the freight rates on tobacco in carload lots are as follows from Novorossisk to Archangel: Slow freight, 0.5772 ruble per pood ($0.54 per 100 pounds, at 3 rubles to the dollar); fast freight, 3.269 rubles per pood ($3.02 per 100 pounds).

There is no regular service by sea from Sukhum to Novorossisk at present, although there are some private vessels making irregular trips. The present sea freight from Sukhum to Novorossisk is 40 to 65 kopecks per pood ($0.37 to $0.60 per 100 pounds) of leaf tobacco. During the summer period tobacco can be shipped from Novorossisk to Tsaritsin by rail, thence by river to Yaroslaf, and then by rail again to Archangel.

In addition to the charges mentioned it is necessary to figure on transshipping charges from steamer to freight cars, about 10 kopecks per pood ($0.09 per 100 pounds); also sea insurance, 1.70 rubles per 100 rubles.—"Commerce Reports."

Fire of unknown origin recently destroyed the tobacco barn and shed of Jacob E. Miller, near Lancaster, Pa. The loss was $7500.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 196 WATER STREET, NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 18 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

Havana Warehouse Monte 167 Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

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H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
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HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.

25TH STREET & 9TH AVENUE, NEW YORK

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322 Chestnut Street

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129 Fifth Avenue, New York City

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Established 1834

WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia

REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

25th STREET & 9th AVENUE, NEW YORK

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American Lithographic Co.
NEW YORK

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To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

1117 Broadway

New York

J. Peterson

PRESIDENT

PHILIPPINE TOBACCO CO., Inc.

Manufacturers of High Grade Manila Cigars

AND

Exporters of Leaf Tobacco

EXCLUSIVE BRANDS FOR DEALERS ORDERING LARGE QUANTITIES

CORRESPONDENCE SOLICITED

Cable Address "PITCO," P. O. Box 654, Manila, P. I.

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

Mr. Dealer—This Sign on Your Window —

JOHN RUSKIN CIGAR 5¢

[Signature and name]

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at **5¢** and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.

The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

The Topic of Today

To some it's The War,
To some it's The Approaching Base Ball Season
To some it's The Easter Fashions
To the man who knows it's that Good Clear Havana Cigar

ALL THE TIME IT'S HIS

Topic

THERE'S LOTS OF TOPIC FOR DISCUSSION
THERE'S ONLY ONE TOPIC TO SMOKE

BOBROW BROS., Philadelphia

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THE TOBACCO WORLD

MAY 1st
1917

Leading Features

T. M. A. Offers Suggestions for Industry's Share of War Taxes

Supreme Court of Massachusetts Holds Trading Stamps and Coupons Legal

Tobacco Corporation of America Acquires Up-State Factories of T. & O.

Price Maintenance Hit by Supreme Court

Exports of Manufactured Tobacco Increase

The Aden Cigarette Industry

A Business Code

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVII No. 9

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

INTENTIONAL SECOND EXPOSURE

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

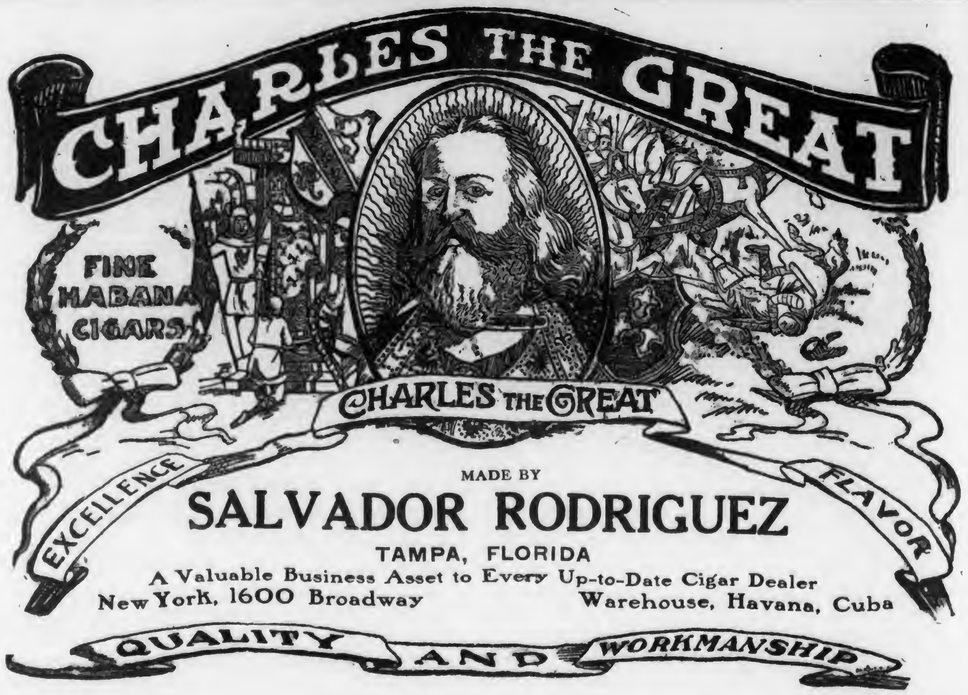
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



By Special Appointment

To the Late King Edward VII

Philip Morris

The World's Oldest High-grade Turkish **Cigarettes**

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

La Flor de Portuondo

"EL GRANDE"

The Juan F. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

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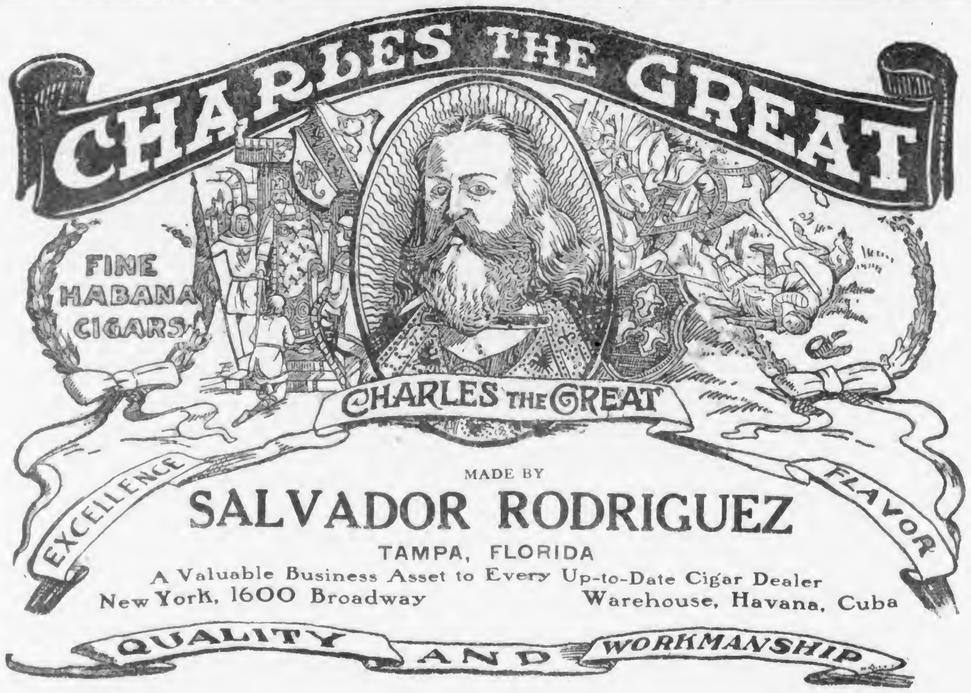

MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

By Special Appointment

To the Late King Edward VII

Philip Morris

The World's Oldest High-grade Turkish **Cigarettes**

Plain End or Cork Tipped

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NEW YORK CITY

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

INTENTIONAL SECOND EXPOSURE

EISENLOHR'S

Cinco CIGARS

reduce selling cost—because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS., INCORPORATED
PHILADELPHIA.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

Partners: Father Time Ages VELVET. Mother Nature Mellows It.

An Unbeatable Team: Time and Nature.

When tobacco manufacturers try to substitute hurry-up curing methods for slow, natural ageing of tobacco, you smokers pay the price.

There is no better method of bringing out the mellowness and mildness of "Kentucky's best" than two years' natural ageing in wooden hogsheads.

Think about that over a pipe of VELVET.

Liggett & Myers Tobacco Co.

Thar ain't a whole lot of difference between a ripe persimmon an' a nearly ripe one—on the outside. Some of these nearly matured tobaccos sorter favor VELVET in looks.

Velvet Joe.

One of the advertisements in the "Bigger than Ever" Velvet Smoking Tobacco Advertising Campaign.

Watch the magazines and newspapers.

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

LIVE DISTRIBUTORS WANTED

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

Write for Open Territory

Factory: Key West, Fla. New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK | FACTORY TAMPA FLORIDA | WAREHOUSE LEALTAD 129 HAVANA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR

Blue Boar *Rough Cut*

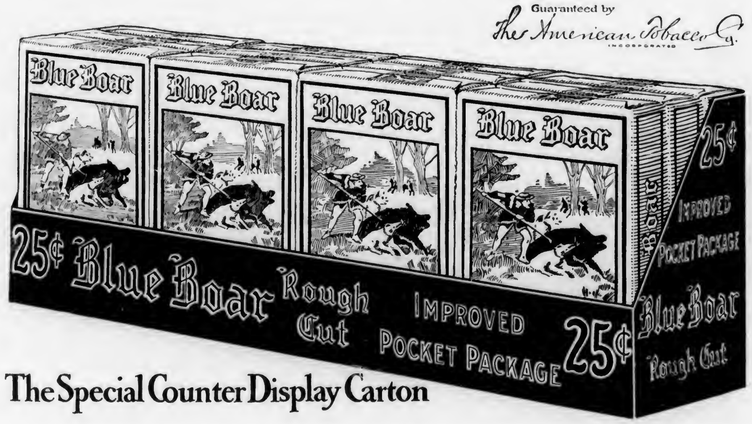
is now put up in a convenient, air-tight moisture proof

25¢ Pocket Package

This new package is the result of a widespread consumer demand for Blue Boar in a convenient pocket size. It has been reported to us by so many dealers in so many parts of the country that we are confident the new package will be an instant success.

If you are not already handling Blue Boar, we suggest that you test its sales possibilities for a high grade tobacco in your location by displaying this handsome counter carton containing twelve 25c packages. Your jobber can supply you promptly.

Guaranteed by
The American Tobacco Co.



The Special Counter Display Carton

LIPSCHUTZ'S
44
CIGARS

"44 Cigar Co." Philadelphia

STAG TOBACCO

We are *proud* of STAG.

And your customers will *like* STAG.

Because STAG is the ripened product of "156 years' experience in making good tobacco!"

You lay a smooth, firm road to loyal patronage when you recommend STAG.

STAG *backs* you up!

EVER-LASTING-LY GOOD

Doctors recommend Girards

Think this over.

It will pay you to sell a cigar that doctors recommend—

A cigar that never gets on the nerves—

A cigar that attracts men because it is *harmless*—

A cigar that keeps 'em coming because it's delightful—

A cigar that's famous from coast to coast—

The **Girard** Cigar

Never gets on your nerves

The 'Broker' *Actual size 10c*

Millions of smokers are reading about the Girard cigar in the big magazines.

Our publicity reaches the smokers of your own city—your own neighborhood.

You can cash in on Girards. Just put a box in your case. Just let the public know that you sell Girards, "the cigars that never get on your nerves."

Then watch results.

Drop us a line today for a trial order.

Address Department H.

Antonio Roig & Langsdorf

Established 1871 **Philadelphia**

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

MAKE A SURVEY OF YOUR STOCK

MAKE a survey of your stock. Glance over your shelves. Look in your showcase. Size up the brands that move.

Notice those that show no signs of life—those for which you have only an occasional customer. Then ask yourself whether Brands that are slow movers are worthy of a place in your stock. True, they may cost you the least money. But the lack of turnover will prove to you that they are the highest priced and shortest profit goods you carry. And not only are they expensive in the matter of dollars and cents, but they are costly to you; because, being slow movers, you cannot offer them to your trade in prime condition. Brands like these cost you money and reputation.

You are paying interest on your investment, instead of reaping profits—you are not declaring dividends in money or satisfaction.

And this is why we earnestly ask you to consider these Advertised Brands—The Brands That Move.

When you get behind Brands like ours, that are in popular demand not only for the day, but for the days after, the months after, and the years after, you are on the road to correct merchandising which leads to the Broad Highway of Success.

Advertised Brands point the way.

General Cigar Co., Inc.
NEW YORK CITY

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

QUESTION: "Why is FRAT cleaning up?" ANSWER: "Biggest value in smoking tobacco world."

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.

Original Pattersons of Richmond, Va.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL

S. Loewenthal & Sons

Importers of Havana and Packers of Leaf Tobacco

123 MAIDEN LANE, NEW YORK

"LA MEGA" MADE IN BOND

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. } London, 8 Regent St., S. W. } Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, MAY 1, 1917. No. 9.

MASSACHUSETTS SUPREME COURT DISAGREES IN FEDERAL DECISION

Throws Monkey-Wrench Into Anti-Coupon Machinery and Specifically Disagrees With United States Supreme Court—Decision Encourages Hope for Future

A STINGING blow has been dealt to the hopes of retailers throughout the United States who have been formulating plans to eliminate forever the trading stamp, coupon and premium following the decision of the United States Supreme Court in the anti-coupon case some months ago. The blow is in the form of a decision by the Massachusetts Supreme Court holding that trading stamps, etc., are perfectly legal and dissenting specifically with the decision of the United States Supreme Court.

The decision of the Supreme Court of Massachusetts was to the effect that all forms of legislation abolishing trading stamps, etc., are unconstitutional. The fact that this court is noted for its soundness in jurisprudence, and also that it flatly disagrees with the decision of the United States Supreme Court, may well cause the retailers of the country more worry than for a long time.

This question is identical with that submitted to the Supreme Court of the United States three or four years ago on a test of the Washington anti-trading stamp law. That court decided the law constitutional under the Fourteenth Amendment of the Constitution, and immediately it started retailers off on a campaign of duplicating legislation in other States, based on the Washington law. Of course, it met with the opposition of the trading stamp companies; but where the amendments exempting manufacturers' coupons from the provision was made in the bill it has this year been commonly enacted in most States, while in several Western States the prohibition was made absolute. All this new legislation is, therefore, threatened by the new view of the Massachusetts court, which has now thrice held the same position.

The question went to the court under authority of a unique provision of the Massachusetts law which permits reference of a pending measure to the Supreme Court by a vote of the Legislature. Four questions were framed, the first having to do with legislation of the class mentioned, the second with the specific bill under consideration, the third the similar bill vetoed by Governor McCall last year and the fourth the legislation with manufacturer-exemption included. On all the court flatly declared the law unconstitutional. The questions and answers were as follows:

"1. Is it within the constitutional power of the General Court to enact legislation limiting the giving of or dealing in stamps or other similar devices in which any person other than the vendor or vendee of the merchandise sold has an interest by contract arrangement or otherwise, or is subjected to a liability by the delivery thereof? No.

"2. Are the provisions of House bill No. 665 constitutional? No.

"3. Would an act containing the provisions of the bill returned to the House by His Excellency the Governor in

(Continued on Page 16)

T. M. A. OFFERS SUGGESTIONS FOR INDUSTRY'S SHARE OF WAR TAXES

Memorial Prepared for Ways and Means Committee—Propose Moderate Tax That Will Not Cause Heavy Business Loss—Proposal of Graduated Tax for Cigars

WHILE treasury experts in figuring on a hundred per cent. increase in the taxes on cigarettes, tobacco and cigars calculated on a 25 per cent. loss in business they failed, says the Tobacco Merchants' Association, to allow for a proportionate loss of customs duties on imported tobacco which would reduce the net increase to probably less than 40 per cent.

This association points out that such a tax would not only be burdensome but that it would work incalculable harm to the industry and that it would net very little if any increased revenue to the government due to the decreased consumption of tobacco products.

It is proposed, however, that a graduated tax be placed on cigars and little cigars, a 50 per cent. increase on the cigarette taxes and not more than a 40 per cent. increase on the taxes on manufactured tobacco. Such a tax, says the Tobacco Merchants' Association, will increase the present revenue from the tobacco industry about 40 per cent. and would net about $40,000,000 divided as follows:

Cigars and Little Cigars,	$ 8,750,000
Manufactured Tobacco, including Snuff,	16,500,000
Cigarettes,	15,000,000
	$40,250,000

The plans for the proposal submitted by the Tobacco Merchants' Association were worked out last week by a series of conferences of cigar and cigaretts manufacturers held in New York. On Monday last, tobacco manufacturers met at the New Willard Hotel in Washington and discussed the situation as regards their branch of the industry. Among those who attended this meeting were Jesse Bloch, of Bloch Brothers; Henry Weigant, of the Penn Tobacco Company; Hugh Campbell, of the United States Tobacco Company; W. T. Reed, of Larus Brothers; and a number of others of prominence.

The memorial of the Tobacco Merchants' Association addressed to the Committee on Ways and Means is as follows:

The Honorable the Committee on Ways and Means.

Sirs:

The Tobacco Merchants' Association of the United States respectfully submits the following:

In the tentative schedule submitted by the Treasury Department in connection with the impending revenue legislation, the taxes on cigars, cigarettes and tobacco are scheduled for an increase of 100 per cent. over the present rates.

Apparently realizing that a hundred per cent. increase would mean a serious blow to the tobacco industry, the treasury experts have calculated upon a 25 per cent. loss of business, with the result that the net increase of reve-

(Continued on Page 17)

IRREGULAR PAGINATION

THE TOBACCO WORLD

ESTABLISHED 1881
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BUREAUS OF SPECIAL CORRESPONDENCE
TAMPA MILWAUKEE LANCASTER CINCINNATI
HAVANA, CUBA, OFFICE—PERSEVERANCIA 8, CARLOS M. WINTZER
Representative

Subscription in United States, Postage Paid ..... $2.00 per Year
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Single Copy ..... 15 Cents

ADVERTISING RATES MAILED UPON APPLICATION

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Vol. XXXVII MAY 1, 1917 No. 9

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RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

"Business as usual." This has been one of the slogans in England during the period of the war and it should be taken up with emphasis in this country. The finances of the nation are in excellent condition. It is not a time to draw a poor mouth or to become panic-stricken. No doubt universal service will take many men from their positions but if the selective plan is used those industries necessary to the carrying on of the war as well as for the maintenance of economic conditions at home will not be disturbed. Business along general lines ought to be "as usual" and it should be the duty of every business man to maintain it "as usual" so far as possible.

Business As Usual

T. & O. FACTORIES FOR "LA SULTANA"

Tobacco Corporation of America Takes Over Up-State Factories from General Cigar Company, Incorporated

RUMORS have been rife in manufacturing circles for some time past that the General Cigar Company were negotiating the sale of five large Pennsylvania factories to a prominent New York company, and it was, therefore, no surprise when it became generally known last week, that the deal had been consummated, and the factories in question had been purchased by the Tobacco Corporation of America.

The factories are situated in Trumbauersville, Pennsburg, Perkasie, Pottstown, and Telford, Pa., and their addition to the number already in operation, makes a total of fourteen factories owned by the Tobacco Corporation of America in the Philadelphia District.

While the "T. & O." factories are among the most modern and thoroughly equipped factories in Pennsylvania, they will, without laying off hands, be re-arranged and standardized in accord with the Tobacco Corporation method of operating. It is anticipated that they will be working smoothly at full capacity within a few weeks.

The corporation is seeking to open more factories in New York, and has recently added two to the number in that city, one at One Hundred and Forty-eighth and the other at Seventieth Streets, so that now they have no less than eighteen factories actively engaged in turning out their well known and widely advertised brand, "La Sultana."

The Tobacco Corporation of America has been many millions behind on their "La Sultana" shipments, several individual million, several half million, and numerous one hundred thousand, being among the many orders that have accumulated during the last two months.

Max A. Krielsheimer, vice-president of the corporation, who personally supervises the many factories, and has been energetically endeavoring to produce a "quantum sufficit" of the cigar for which he is sponsor, has undoubtedly done much by successfully closing the "T. & O." deal, to solve the problem.

E. R. Rodriguis, assistant to Mr. Krielsheimer, will still retain that position in New York, while Messrs. George Knott and Harry Cressman will assist in the supervision of the Pennsylvania factories.

Food Products to Have Cans First

At the annual meeting of the Western Canners' Association held last week in Chicago, George W. Cobb, of the American Can Company, stated that he believed that there would be a largely increased production of canned goods, every can of which would be wanted and needed.

He said he believed that the manufacturing can companies would be able to supply sufficient cans but that the perishable goods would be taken care of first. He announced that they would not refuse orders from their customers for cans, but that if cans were intended for non-perishable products there might be serious conditions of delay in their delivery. He thought some deliveries of cans for non-perishable products might be made in September or October.

R. M. Henderson, a cigar dealer at Ninth and F streets, Washington, D. C., has recently opened another store at Fourteenth Street and New York Avenue. He has taken his son, J. E. Henderson, into partnership with him.

"Americus" Display Shown at 111 South Broad Street

AN attractive window display of the "Americus" cigar, made in Tampa by Francisco Torre y Ca., was shown recently in the window of the Leach & Company store, at 111 South Broad Street.

A handsome cut-out, topped with United States flags, featured the display. Tastefully arranged about this were open packings, showing ten different sizes of the brand carried in stock by Leach & Company.

"Americus" is distributed by Leach & Company and, although in this market only a short time, the brand has made splendid advances in the trade.

Hollenback—Cressman

The many friends of Miss Marian Cressman and William M. Hollenback, better known as "Big Bill," were treated to a surprise when it became known that they were married on Monday afternoon by the Rev. Father Keough, chaplain of the Catholic students at the University, in the chapel of College Hall.

Mrs. Hollenback is the daughter of Charles N. Cressman, of 4236 Spruce Street, a member of the firm of Allen R. Cressman's Sons, who are widely known cigar manufacturers.

Mr. Hollenback is a former football star of the University of Pennsylvania and since his graduation has become one of the best known football coaches in the country.

Following the honeymoon it is understood that the couple will make their home in Syracuse.

More 1909 Tobacco Sold at Good Prices

D. E. Salmon, a Lancaster leaf-tobacco worker, sold to New York dealers 130 cases of 1909 tobacco at 22½ cents a pound, goods which only eighteen months ago were a drug in the market at five to seven cents a pound. Fully 30,000 cases could have been bought in Lancaster County then, but now hardly 2000 cases could be found in the open market, a condition due to the great scarcity of old tobacco and especially cheap goods.

Spokane Cigarmakers Threaten to Strike

Cigarmakers in Spokane, Wash., at a meeting of the local union, have decided that unless the manufacturers raised their prices from $9 to $11 a thousand they would call a strike, May 1. The manufacturers called a special meeting and, after comparing notes, decided that under present conditions they could not meet the demand.

Philadelphia Notes

Eugene Vallens was a recent Philadelphia visitor.

John King, of Cuesta, Rey & Company, has been calling on the trade in the Quaker City.

D. Harry Moulsdale, representing the famous Sanchez y Haya brand, was a one-day visitor in Philadelphia last week.

Frank Gleichman, of the Tobacco Products Corporation, was a recent visitor in Philadelphia.

"La Zuma," a Key West clear Havana, is being shown in the window of Dan Ostrow's cigar store at Seventh and Chestnut Streets.

A representative of Max Roth & Company, Los Angeles, Cal., was in town recently, introducing the "Bana" ten-cent cigar, made-in-bond.

"Garcia Grande" received a further impetus in the trade, due to a recent visit of Victor Lopez, who represents J. Klorfein, the manufacturer.

Warner Searle, of the Juan F. Portuondo Cigar Manufacturing Company, is working campaigns on the firm's brands in Ohio at the present time.

J. V. Flanigan, United States representative of the famous "Por Larranaga" brand, was a recent caller upon club buyers and importers in the city.

Detroit Manufacturer Bankrupt

Alexander Gordon, a cigar manufacturer of 914 Hastings Street, Detroit, Mich., has recently filed a voluntary petition in bankruptcy showing total liabilities of $49,800 and nominal assets of $41,552. There are no secured creditors.

The biggest creditor is the Peoples' State Bank of Detroit, which has a claim of $15,500. Others are Keiser & Boasberg, Buffalo; Sunnybrook Tobacco Company, Chicago; American Sumatra Tobacco Company, New York; Taussig & Company, and a number of others.

Price Maintenance Hit by Supreme Court

THE case of the Victor talking machine people against R. H. Macy & Company, the New York department store concern, has been in the courts for a long time. The United States Court of the Southern District of New York dismissed the original bill, but this decision was reversed by the Circuit Court of Appeals. This latter court is now reversed by the Supreme Court.

The decision of the Supreme Court permits a retailer to sell Victor talking machines at a "cut price" and although the principal point at issue was the "license notice" on the machine, the decision practically states that this plan was adopted so that the company might dictate the resale price.

The text of the decision is as follows:

"While the notice permits the use of the machines, which have been fully paid for, by the 'unlicensed members of the general public,' significantly called in the bill 'the ultimate users, until the expiration of the patent having the longest term to run' (which under the copy of the notice set out in the bill, would be July 22, 1930), it provides that if the licensee shall not have failed to observe the conditions of the license, and the Victor Company shall not have previously taken possession of the machine, as in the notice provided, then, perhaps, sixteen years or more after he had paid for it and in all probability long after it has been worn out or become obsolete and worthless 'it shall become the property of the licensee.'

"It thus becomes clear that this 'license notice' is not intended as a security for any further payment upon the machine, for the full price, called a 'royalty,' was paid before the plaintiff parted with the possession of it; that it is not to be used as a basis for tracing and keeping the plaintiff informed as to the condition or use of the machine for no report of any character is required from the 'ultimate user' after he has paid the stipulated price; that, notwithstanding its apparently studied avoidance of the use of the word 'sale,' and its frequent reference to the word 'use' the most obvious requirements for securing a bona-fide enforcement of the restrictions of the notice as to 'use' are omitted; and that, even by its own terms, the title to the machines ultimately vests in the 'ultimate users,' without further payment or action on their part, except patiently waiting for patents to expire or inventions, which, so far as this notice shows, may or may not be incorporated in the machine. There remains for this license notice, so far as we can discover, the function only of fixing and maintaining the price of plaintiff's machines to its agents and to the public, and this we cannot doubt is the purpose for which it really was designed.

"Courts would be perversely blind if they failed to look through such an attempt, as this 'license notice' thus plainly is to sell property for a full price and yet to place restraints upon its further alienation, such as have been hateful to the law from Lord Coke's day to ours, because obnoxious to the public interest. The scheme of distribution is not a system designed to secure to the plaintiff and to the public a reasonable use of its machines, within the grant of the patent laws, but is in substance and in fact a mere price fixing enterprise, which, if given effect, would work great and widespread injustice to innocent purchasers, for it must be recognized that not one purchaser in many read such a notice, understand its involved and intricate phraseology, which bears many evidences of being formed to conceal rather than to make clear its real meaning and purpose. It would be a perversion of terms to call the transaction intended to be embodied in this system of marketing plaintiff's machines a 'license to use the invention.' (Bauer vs. Odonnell, 289 U. S. 116.)

"Convinced as we are that the purpose and effect of this 'license notice' of plaintiff, considered as a part of its scheme for marketing its products, is not to secure to the plaintiff any use of its machines, and as is contemplated by the patent statutes, but that its real and poorly concealed purpose is to restrict the price of them, after the plaintiff had been paid for them and after they had passed into the possession of dealers and of the public, we conclude that it falls within the principles of Adams vs. Burke, 17 Wall. 456; and of Bauer vs. Odonnell, 229 U. S. 1; that it is, therefore, invalid, and that the District Court properly held that the bill must fail for want of equity.

"It results that the decree of the Circuit Court of Appeals will be reversed, and that of the District Court affirmed."

New Form for Permits to Remove Tobacco

Internal Revenue Commissioner Osborn has sent the following communication to collectors relative to printed forms of application for permits to remove tobacco, adopted for the use of manufacturers of tobacco, snuff, cigars and cigarettes. He says:

"For the sake of securing uniformity in size and style of applications of manufacturers of cigars and tobacco for permits to remove tobacco, etc., from their factories for transfer to another manufacturer or return to a dealer in leaf tobacco and to permit these applications to be properly filed in collectors' offices, printed Form 712, application for permit to remove tobacco, etc., has been adopted. Rquisition should be made by each collector upon this office for a supply of the new form, and immediately upon receipt of same, collectors should distribute said form economically to the manufacturers of cigars and tobacco in their respective districts, who require them. Each manufacturer of tobacco and cigars should be instructed that hereafter applications for permits to remove tobacco, etc., must be made on Form 712.

"Manufacturers of tobacco and cigars should be instructed that Form 712 must be legibly and accurately filled in, and that in case unstemmed or stemmed leaf tobacco or stems are shipped or delivered to a dealer in leaf tobacco, the abbreviation D L T should be indicated in the proper place in the application.

"Extra copies of this decision will be printed and forwarded to collectors for distribution to the manufacturers of tobacco, snuff, cigars and cigarettes in their respective districts."

Reynolds Tobacco Company Announces Wage Increase

The Reynolds Tobacco Company, of Winston, N. C., have announced that beginning with the next pay day all the employes in the manufacturing department would receive an increase of 10 per cent. in wages. This will mean an increase of about $7500 in the weekly payroll. The company has made several increases in the past three years.

The new increase will not in any way affect the 4 per cent. bonus announced by the company last December for those operatives who have proven loyal and attentive to their duties during the year, this to be paid next December to all who have complied with the proposition made by the company.

Cigar stores and billiard rooms in East St. Louis, Ill., will close hereafter promptly at twelve o'clock midnight, according to a recent order transmitted to the police of that city.

Some Maxims

COME out of the clouds.

Clamber down from your castle in Spain.

What the world needs today is fewer projected schemes and more injected grit and gumption to carry them out.

Less dreaming; more doing.

Yet ambition is a priceless asset.

The individual who sees only the common places of today—whose tomorrow is as yesterday, for whom the future holds no inspiration, no promise of achievement, who looks forward to nothing but the dreamy drag of time—such a fellow is a fit mate for the plow horse.

But ambition with accomplishment, idle dreams that never shape themselves into realities, a brain so full of the morrow that it has no room for the day; these are the thieves of time and enemies of attainment.

Rub the idle fancies from your eyes, get your bearings here and now—begin to make your action count—your dreams come true.

It is well enough to say "I will."

It is a thousand times better to say, "I'm at it now."

Don't linger for another dream.

Some of the most brilliant and plausible schemes for success that were ever evolved had their origin in a feather bed—and ended there.

Don't be full of plans. Make it singular—plan.

One good, healthy project at a time is quite enough for the normal mind to swing and the human energy to carry out.

And having tackled one, see it to a finish.

Don't drop it half way and go back for another.

Versatility is a doubtful accomplishment, after all.

I knew a young fellow once—one of those whom you "couldn't lose."

He dabbled a little in art, scribbled a bit, fiddled a trifle, could repair a motor-car, played ping-pong divinely, etc.

His friends used to think him immensely clever; but reverses came at length, and he found that he couldn't realize six dollars per week on his entire bundle of accomplishments.

Do one thing well and live up to it.—Business Help.

Attractiveness and Neatness

If you feel you cannot afford to have handsome or elaborate fixtures in your store, see that everything is neat and orderly, remarks a contemporary. You can keep your place in very good shape with a little expenditure, and your customers will recognize any effort to do the best possible under the circumstances.

Plants, crepe paper, varnish and soap and water will work wonders and give the place a freshness which some of the elaborately appointed stores never attain.

If you are convinced that it is impossible for you to do justice to your customers, make a fair living and have a fancy store, be frank about it and say so. Take your customer into your confidence and assure him that some of the money which might be going into furnishings is being put into stock, and that he is the one to benefit.

If this is true, he will know it by the sort of goods he buys from you at the prices you charge him; but if it is merely a bluff, and you are squeezing out all the profits you can for yourself, it is better to say nothing at all about it.

It shows a good spirit when you feel uneasy in the presence of any dirt or dust in the store, but that doesn't mean that it is advisable to look cross when a customer tracks mud into the place. It's one of the penalties of having a public place, and the only thing for you to do is to cheerfully see that it is promptly cleaned up.

Costly Smoking

IF a man is known by the company he keeps, how many there are who must have been misjudged on account of their pipes! For men have peculiar tastes in regard to these "solaces of the mind." Sir John Tenniel, of "Punch" fame, rarely smoked anything but a churchwarden, while his fellow-artist, Keene, pinned his affections to an odd little pipe, one of a collection dug up, it was said, in excavations near the old London Wall. The great art of smoking them was to preserve the tobacco left after the pipe went out. Two or three of these remainders would fill a pipe, and Keene's grim face was illuminated with ecstasy as he smoked the villainous residuum.

Tennyson delighted in an Irish clay and bird's-eye tobacco, while Bismarck, who reduced something like 2000 cigars to ashes every year, was greatly devoted to his old briar pipe, the fumes of which were, to quote one authority, "comparable only to a mixture of sewer and gasworks." The Kaiser always smokes a pipe in private, and, like the Prince of Wales, favors the small briar pipe costing from 35 cents to $1.25.

On the other hand, as the courteous manager of Bewlay's informed the newsman, there are many middle-class men today who smoke pipes costing pounds. "For the most part," he said, "they are presentation pipes of carved meerschaum, or of the briar type, with gold mountings and the choicest amber mouthpieces. We have sold carved meerschaum pipes for as much as $75; but meerschaum pipes are not altogether popular today, the average man preferring a good solid pipe for, say, $1.50 or $2.00, which will stand hard wear and last him for twelve months or so. Of course, you can make a pipe as expensive as you please. You can mount it with diamonds, rubies and emeralds, and run up the value to an enormous extent; or you could have an Oriental hokah at anything from $500 to $2500.

"I suppose the most costly pipes today are those used by the Dutch and the Germans. They are of formidable dimensions, as you are doubtless aware, some holding as much as a pound of tobacco. These pipes are mostly of the meerschaum variety, and are carved so elaborately as to command $1000 to $1500 each."

It was at a shop in the Strand, London, that a newsman gathered these particulars, and also learned the interesting history attached to that place. It appears that the shop was opened by Mr. Bewlay as an establishment for the sale of pipes and tobacco as long ago as 1780, and the firm has remained at the same place for 120 years. George III and William IV bought their tobacco at Bewlay's, while the Duke of Sussex, who purchased his pipes there, left a collection behind him which, when sold, fetched record prices, some of them realizing as much as $2500 each.

I. C. C. Explains About Requested Rated Increase

The Interstate Commerce Commission at Washington, D. C., issued an order authorizing the carriers of the country to file rate supplements in connection with their request for a 15 per cent. increase. Relative to a decision in this matter the Commission says: "In view of erroneous reports that have been published it seems proper to state that the Commission has reached no determination, and therefore expresses no views or opinions upon the question of the reasonableness or propriety of such proposed increases; which indicates that the orders referred to will be subject to protest, suspension, complaint, investigation and correction if in conflict with any provision of the act. Reasonable opportunity will be afforded for the presentation and consideration of protests."

MASSACHUSETTS SUPREME COURT DISAGREES IN FEDERAL DECISION

(*Continued from page 11.*)

1916, and referred to above, be constitutional if enacted? No.

"4. Would the provisions of said House Bill 665 or those of the other bill referred to above be constitutional if these bills were changed so as to make the provisions thereof apply to stamps or other devices issued directly by the vendor to the vendee and redeemable by the vendor in cash or as a credit or rebate upon the price of articles purchased or to be purchased from the same vendor? No."

In a brief written opinion, explaining the logic by which the conclusion was reached, the court said:

"We, the Justices of the Supreme Judicial Court, answer the questions submitted by your order adopted on the second day of April, 1917, copy of which is hereto annexed, as follows:

"In 1911 the justices were asked their opinion on the questions whether a bill in effect forbidding the use of trading stamps, no matter by whom they were to be redeemed, would be constitutional. The answer was in the negative. Opinion of Justices, 208 Mass. 607. That opinion was in accord with the almost uniform current of authority as shown by decisions in numerous States where the question had arisen. We see no reason to change the opinion there expressed.

"The two proposed acts, upon which our opinion now is asked, declare trading stamps redeemable by the vendor alone, to be legal, and those redeemable by anyone other than the vendor, to be illegal. The question now asked of us in view of Opinion of Justices, 208 Mass. 607, is whether such a distinction can be made.

"We are of opinion that no such distinction can be made under the Constitution. That question is concluded in the negative by the plain implications of Commonwealth v. Sission, 178 Mass. 578. By St. 1884, c. 277, the vendor of any property was prohibited from representing that any thing other than the specific subject of sale was to be in any way connected with the transaction. By St. 1898, c. 576, the provisions of the earlier act were made applicable specifically to the giving by the vendor of any trading stamp or other device to the purchaser which should entitle him to receive from any person other than the vendor any other property than that actually the subject of the sale and to the honoring of any such trading stamp or other device by any person other than the vendor. The fair inference from the decision in Commonwealth v. Sisson, 178 Mass. 578, read in connection with Commonwealth v. Emerson, 185 Mass. 146, where the earlier statute was construed, is that no such distinction can be made and that such a prohibition of the use of trading stamps is not within the power of the General Court. The same inference is to be drawn from O'Keefe v. Somerville, 190 Mass. 110. These decisions were constructions of the Constitution of Massachusetts although reference was made in one or more also to the Federal Constitution.

"Since these decisions, the Supreme Court of the United States has determined in Rast v. Van Deman & Lewis Co., 240 U. S. 342; Tanner v. Little, Ibid. 369; Pitney v. Washington, Ibid. 387, that statutes in essence like those referred to in the questions do not conflict with the provisions of the Fourteenth Amendment of the Constitution of the United States. But the question whether a statute is in conflict with the provisions of the Constitution of this Commonwealth is a question upon which the decision of the Supreme Judicial Court of this Commonwealth is final.

"It is established also that in answering questions submitted to them under Chapter III, Article II, of the Constitution, the justices of this court are bound by the decisions of the court upon matters respecting which that court is the final authority. It is not open to the justices in answering questions submitted to them under the Constitution to attempt to overrule a decision made by the court in a cause between party and party or to speculate upon the correctness of such a decision. If such a decision is to be overruled, it can be only after argument in another cause between party and party, where the rights of all can be fully guarded. It cannot be overturned by an advisory opinion of the justices given without the benefit of argument. Without intimating that there is ground to question our decisions, it is enough to say that we are bound by them.

"We construe all of the questions as applying to the bills presented therewith and answer all in the negative."

"We have felt, all along, that the outcome of premium legislation in Massachusetts is more important than the outcome in any other one or a number of States, for the reason that the legislation in that State and the decisions of the Supreme Court in that State are followed throughout the country and received everywhere with the utmost respect," said Charles Wesley Dunn, counsel for the Manufacturers' Premium Association, in discussing the decision in a letter to his members.

"The far-reaching significance of this opinion is appreciated in view of the fact that the Supreme Court reaffirms its opinion of 1911 declaring that a law forbidding the use of trading stamps, no matter by whom they are to be redeemed, is unconstitutional.

"In other words, the State Court recognizes that the trading stamp system, per se, is a legitimate business which cannot be prohibited under the State Constitution.

"Furthermore, the court expressly notes and declines to follow the decisions of the United States Supreme Court in the Washington and Florida cases, holding that 'the question whether a statute is in conflict with the provisions of the Constitution of this Commonwealth is a question upon which the decision of the Supreme Court of this Commonwealth is final.'

"This, too, when the Bill of Rights of Massachusetts has been held by the State Court as of the same purport and effect as the Fourteenth Amendment to the Constitution of the United States. The opinion of the United States Supreme Court could hardly be more flatly and decisively overruled.

"It follows that there will be no premium legislation during the present session of the Massachusetts Legislature. That this decision will have a wide influence in other States goes without saying; although, of course, in the last analysis, each State will have to decide this question for itself.

"We have further to report that the California Assembly unanimously adopted our amendment yesterday. The final vote comes in the Senate on Thursday.

"The result in Massachusetts, taken together with the apparent favorable result in California, cannot but give considerable encouragement to those who believe in the legitimacy and value of premium advertising and in its future."

The Union-American Cigar Company has recently declared the regular quarterly dividend on preferred stock of one per cent. (1%) payable May 15, 1917, to stockholders of record April 30, 1917.

T. M. A. OFFERS SUGGESTIONS FOR INDUSTRY'S SHARE OF WAR TAXES

(*Continued from Page 11*)

nue would only be 50 per cent. instead of 100 per cent. But there is another important item that the Government experts have overlooked in their calculations, that is the loss of customs duties on the imported tobacco that would probably be used in connection with the 25 per cent. of lost business, that item would still further reduce the net increase probably to less than 40 per cent.

It would seem, therefore, that it would be wiser and more profitable to both the Government and the tobacco industry to limit the increased rate to a moderate and reasonable amount that would yield the Government as much, if not more, as it would collect by a hundred per cent. increase, less the consequent loss of business, instead of adding 100 per cent. to the burdensome taxes that the industry is already paying and curtailing its business besides.

The tobacco industry has suffered greatly as a result of the war. Although the cost of labor has been substantially increased, the prices for materials almost doubled and a large percentage of its export trade cut off, the prices of manufactured tobacco products to consumers are virtually as low now as they were before the war in Europe began. And this, too, in spite of the fact that the prices of practically every other commodity used in this country have been greatly advanced.

The tobacco industry ever has been among the first to assume uncomplainingly the financial burdens imposed upon it by political and economic conditions, and it stands ready in the present crisis to contribute its share toward the cost of the war, but we ask for fairness and moderation. While we are ready to pay additional revenue we ask that our industry be saved from intolerable and unbearable burdens.

Our industry is now paying in the neighborhood of $100,000,000 a year in internal revenue taxes, besides duties on imported goods, which exceeds the aggregate earnings of the entire industry probably by $50,000,000 and we respectfully submit that an increase of revenue exceeding approximately 40 per cent. of the present taxes will work an incalculable injury to the industry including the 400,000 farmers that produce the leaf and will net very little, if any, increased revenue to the Government, as a result of the decreased consumption of our products.

The respective committees of this association, representing all branches of the tobacco industry, have given the tax problem most serious thought and consideration, and we beg to assure your Honorable Committee that in all the deliberations of our respective committees no one has entertained for a moment the thought of making any attempt to evade the burdens that all good and patriotic citizens should assume in the present crisis of our country. They had but one thought in mind, that is to contribute a just and proper share of the additional revenue now required by the Government and to pay all that the tobacco industry can possibly stand, but at the same time to work out an adjustment of the additional tax rates in a manner that would be fair and equitable to the various branches of our industry without seriously curtailing the consumption of our products, which would necessarily mean a loss of revenue to the Government, a serious blow to our industry and quite a hardship upon the consumer. As a result of the deliberations of our respective committees, we respectfully submit for consideration by your Honorable Committee the following:

Cigars

The cigar branch of our industry is indeed in a most unfortunate situation. According to the tables hereinelsewhere appearing, which are based upon official figures, the earnings on cigars prior to the European war did not exceed $4.57 per thousand on high grade cigars and $2.83 per thousand on 5 cent cigars (see table G, page 12). Since the European war began, labor on cigars has advanced at least 40 per cent., while material has advanced probably in the neighborhood of 100 per cent. Yet the cigar that sold for a nickel before the European war began is selling for the same price today, with the result that the profit to both manufacturer and retailer has been reduced to a minimum. Moreover, any increased or additional taxes on cigars would necessarily have to be borne by the industry, for the nickel cigar will remain a nickel article, and being sold in single units there can be no practical reduction of the quantity handed to the consumer for his nickel.

Some distinction must, however, be made between the small cigar that is sold 10 in a package for 15 cents or the small stogies that retail at 2 for 5 cents and the cigar that sells for 5 cents each, and the cigar that retails at higher prices. For since, as we have already explained, the additional tax will necessarily have to be borne by the industry and not by the consumer, it is only fair that the manufacturer of nickel cigars should stand a higher increase than the concern that makes stogies, or 10 for 15 cents, and that the manufacturer of the higher priced goods should carry a higher burden than the one that makes nickel goods.

Our cigar committees have, therefore, agreed to recommend the following schedule on cigars:

Proposed Schedule

	Approximate Annual Sales	Increased Tax Rates	Amount of Incr. Taxes
Cigars not exceeding 3 lb. per thousand	1,000,000,000	$ .25	$250,000
Cigars between 3 lb. and 10 lb.	1,000,000,000	.50	500,000
Cigars weighing over 10 lb. and retailing at 5c. or less	5,500,000,000	1.00	5,500,000
Cigars weighing over 10 lb. and retailing at over 5c.	1,250,000,000	2.00	2,500,000
Total	8,750,000,000		$8,750,000

In submitting the above schedule, graduated as it is, both as regards weight and prices, we desire to make it clear that our proposed differentiation as regards prices is by no means based upon the erroneous notion entertained by a great many people that the low priced cigar is now paying the same amount of taxes as are paid upon the high priced cigars. Such system of taxation would manifestly be wrong. But such is not the fact.

The following table will show the comparative values of the cigars and the amount of revenue paid thereon to the Government:

Retail Prices of Cigars	Taxes and Custom Duties Per M.
Retailing for 5 cents and less	$3.00
Retailing for 3 for 25 cents	10.90
Retailing for 10 to 15 cents	13.96
Retailing for 20 cents Imported	75.00

Our differentiation as to the ten-pound rate was fixed with a view to lighten the burden upon stogies that may be manufactured within the ten pounds limit and upon the small cigars that are usually retailed in packages of 10 for 15 cents and the weight of which will not exceed ten

pounds. The manufacturers of higher priced goods being willing to pay a higher rate of taxation in order to make it easier for manufacturers of stogies and small package goods.

Manufactured Tobacco

Little need be said as regards the manufactured tobacco situation, which includes plug, smoking and chewing tobacco, as well as snuff. Tobacco, like all other farm products, has almost doubled in cost within the last few years, while the cost of packing, material and other articles used in connection with manufactured tobacco have advanced in some cases several hundred per cent. Yet while the prices of all other commodities have been correspondingly advanced, the package of tobacco sold for a nickel or a dime, as the case may be, before the beginning of the European war, is sold now for the same price, with the result that the profits of both manufacturer and dealer have been reduced to a minimum.

The profits on most of the types of manufactured tobacco even in the most prosperous times, did not average 6 cents per pound (see table G, page 12). Owing to the situation created by the European war the profits have been reduced to a minimum, so that it would be impossible under present conditions to pay any substantial increase without seriously crippling the industry.

We respectfully recommend that the tax on manufactured tobacco be increased to an extent not exceeding 40 per cent. of its present rate, which means about 3.2 cents per pound. Such increase based upon the production in 1916 would bring approximately $16,500,000 additional revenue.

Cigarettes

What we have said in regard to tobacco applies with equal force to cigarettes, excepting that there is quite a quantity of cigarettes produced of the higher grades which are retailed at the rate of 1 cent or 1½ cents each and a few of them at 2 cents each. But as regards the higher grade cigarettes, in the first place the proportion of that class of goods to the entire output of cigarettes is indeed very small, and, secondly, the higher grade goods are made exclusively of imported tobacco, which, as is well known, has gone up 200 or 300 per cent. in cost, if it is at all possible to secure any.

Fully 90 per cent. of the cigarettes are of the cheap grade and the prices that cigarettes are sold for now are precisely the same as the prices that prevailed prior to the outbreak of the war, in spite of the fact that the cost of material and labor has almost multiplied.

We respectfully submit therefore that the war tax to be imposed should be moderate. An increase of 50 cents per thousand based upon the present rate of production would yield the Government approximately $15,000,000 additional revenue.

Summary of Proposed Increased Taxes

Cigars and Little Cigars.....	$8,750,000
Manufactured Tobacco Including Snuff	16,500,000
Cigarettes	15,000,000
Total	$40,250,000

The above schedule, if adopted, will accordingly provide an increase of about 40 per cent. of the present revenue.

It is frequently asserted that tobacco is a luxury and it has even been stated at times by legislators and other public officials that being a luxury there is no limit to the extent of taxation that may be levied upon tobacco.

It is needless to discuss the question as to whether tobacco is or is not a luxury. If it is a luxury, it is indeed quite a necessary luxury. The Perfecto cigar may be a luxury to the gentleman smoking it, for he could perhaps get along as well with a Stogie, but ask the longshoreman or the laborer whether the pipe or the chew is a luxury to him and you will receive a very emphatic answer to the contrary.

Speaking of the brave men on the battlefield, to them tobacco is indeed a necessity. It furnishes them solace and comfort and companionship under the most trying conditions, and it is known to act as a stimulant that brings courage and valor and invigorates both their mental as well as their physical condition.

Things that have become a necessary part of one's existence, whether by force of habit or by actual necessity, are not luxuries and cannot be classed as such. A young lady may easily dispense with her box of chocolates, but the workman cannot so readily discard his pipe or his chew, nor can the millions of other consumers of tobacco omit that article from their daily wants to the very great majority of whom it probably constitutes the only luxury that they are able to indulge in.

All of which is

Respectfully submitted,
TOBACCO MERCHANTS' ASSOCIATION
OF THE UNITED STATES,
By Charles Dushkind,
Secretary and Counsel.

Dated, April 25, 1917.

Anti-Tobacco Clause Out of Chamberlain Bill

Charles Fox, Chairman of the Legislative Committee of the National Cigar Leaf Tobacco Association, has received the following letter from W. L. Crounse, their Washington representative, relative to the anti-tobacco clause in the Chamberlain Bill:

"My dear Mr. Fox:

"Permit me to congratulate the National Cigar Leaf Tobacco Association upon the fact that the military training bill, which has just been reported to the Senate by the Committee on Military Affairs, has been shorn of the preposterous provision contained in the original Chamberlain Bill, reported in the last Congress, forbidding the use of tobacco 'at any military station, cantonment, camp, fort, post, officers' or enlisted men's club, which is being used at the time for military purpose.' I attribute the common sense amendment of this provision wholly to the energetic campaign of the tobacco trade, under the leadership of our Association and launched in your vigorous circular letter on March 22.

"Exceedingly effective work against the tobacco prohibition was also done by the officials of the Independent Tobacco Manufacturers' Association and by the trade press, to which you gave such timely warning of the menace to our entire industry. In the great crisis now confronting the country we must expect that hysteria will develop on slight provocation and we must also bear in mind that there is in Washington a large and well-paid lobby engaged in pushing all forms of sumptuary legislation for 'revenue only.' Having about exhausted the possibilities of the prohibition of the liquor traffic, these lobbyists are now turning their attention to tobacco, and we must expect to encounter their ingeniously contrived schemes at every turn.

"With vigilance on our part, however, and with the prompt and energetic support of the trade and of the press I fell sure we have nothing to fear from these machinations.

"With kind regards,

"Very truly yours,

"W. L. Crounse,

"Washington Representative National Cigar Leaf Tobacco Association."

Exports of Manufactured Tobacco Increase

CIGARETTES exported to China during January last amounted to 174,750,000, against 78,700,000 for the same month during 1916, an increase of 96,050,000 cigarettes for one month. During the seven months ending January, 1917, 1,933,042,000 cigarettes were exported, against 732,085,000 for the seven months of 1915-16, a gain for the seven fiscal months of 1916-17 of 1,200,957,000. Cigarettes shipped to British East Indies in January last amounted to 107,750,000, against 113,737,000 for the corresponding month of 1916, a loss of 5,987,000 cigarettes. For the seven fiscal months ending January, 1917, there were exported 771,860,000 cigarettes, against 383,598,000 for the corresponding months of 1915-16, an increase for 1916-17 of 388,262,000. To other countries during January last there was shipped 37,451,000 cigarettes, against 49,220,000 for January, 1916, a loss of 11,769,000 for the month. During the seven months fiscal year we exported to other countries 325,625,000 cigarettes, against 190,363,000 for the same months in 1915-16, an increase of 236,262,000 for 1916-17.

The total gain in cigarettes exported during the month of January amounted to 78,294,000, and for the seven months fiscal year was 1,724,481,000 cigarettes, exporting more than double the amount for the seven fiscal months of 1915-16.

Plug tobacco exported came in for a share of the increased demand during January, the United Kingdom receiving 115,947 pounds in January, 1917, against 14,559 for January, 1916, a gain of 101,338 pounds for the month. For the seven months ending January, 1917, we exported to the United Kingdom 905,750 pounds, against 275,544, an increase of 630,206 pounds for that period. Canada in January, 1917, received 4286 pounds of plug, against 17,123 in January, 1916, a decrease for the month of 12,837 pounds. For the seven months ending January, 1917, they received 52,834 pounds, against 115,150 for the same period of 1916, a decrease of 62,316 pounds for the seven months.

Panama in January, 1917, received 13,810 pounds of plug, against 24,193 pounds in January, 1916, a decrease of 10,383 pounds for the month of January, 1917. In the seven months fiscal year ending January, 1917, we exported to Panama 102,209 pounds, against 206,458 for the seven months of 1915-16, a decrease of 104,249 pounds for the period ending January, 1917.

Newfoundland and Labrador imported 22,991 pounds last January, against 15,853 pounds for January, 1916, an increase of 7183 pounds for the month. For the seven months fiscal year ending January, 1917, they imported from the United States 115,206 pounds, compared with 120,086 for the seven months of 1915-16, a decrease of 4880 pounds for 1916-17.

British West Indies and Bermuda imported 31,867 pounds in January last, against 59,544 for the same month in 1916, a decrease of 27,677 pounds, and for the seven months fiscal year ending January, 1917, they imported 216,016 pounds, against 254,274 for the same period in 1915-16, a decrease of 38,258 pounds for the period of 1916-17.

Australia imported 168,355 pounds of plug in January, 1917, against 122,825 in January, 1916, an increase of 45,530 pounds for January, 1917. For the seven months fiscal year 1916-17 they imported 928,805 pounds, against 834,512 pounds for the seven months of 1915-16, an increase of 94,293 pounds for the period of 1916-17.

Philippine Islands imported for the seven months ending January, 1917, 290,301 pounds, against 193,675 for the seven months of 1915-16, an increase of 96,626 pounds for 1916-17.

Other Asia and Oceania countries imported 55,602 pounds during January, 1917, against 21,771 for the same month a year previous, an increase of 33,731 pounds for January, 1917, and for the seven months of the fiscal year 1916-17 a total of 366,331 pounds, against 221,174 pounds for the seven months of 1915-16, an increase of 144,957 pounds for seven months of 1916-17.

To other countries we exported 35,245 pounds in January, 1917, against 64,707 for January, 1916, a decrease of 29,462 for January, 1917. For the seven months fiscal year ending January, 1917, we exported 302,840 pounds, compared with 272,598 pounds for the seven months of the corresponding period of 1915-16, a gain of 30,242 pounds for 1916-17.

There was a total of 486,866 pounds of plug exported in January, 1917, against 340,575 for January, 1916, a gain of 146,291 pounds for the month of January, 1917. For the seven months fiscal year ended January, 1917, there was exported 3,230,092 pounds, against 2,493,471 for the corresponding period of 1915-16, a gain of 767,621 pounds for the 1916-17 period, quite a good showing when export conditions are taken into consideration.

There was a gain in all lines of manufactured tobacco shipped to Alaska during the seven months of the fiscal period ending January 31, 1917, with the exception of smoking tobacco, which showed a loss of 29,501 pounds for this period compared with the fiscal year 1915-16. The gain in cigarettes, which amounts to 5,971,000, is more than double the amount of cigarettes exported in the same period of 1915-16.

Comparisons of January, 1917, with January, 1916, shows that cigars have gained 3000, cigarettes 31,000, and plug tobacco 2070 pounds, while smoking tobacco showed a loss of 6757 pounds.

Receipts of leaf, stems and trimmings from Porto Rico increased to a remarkable extent during January, 1917. The total unmanufactured goods were 764,883 pounds, which showed an increase of 482,296 pounds, more than double the amount shipped in January, 1917, than in January, 1916. The increase in the amount of leaf imported during January amounted to 377,232 pounds, there being 656,307 pounds imported during January, 1917, and 279,075 pounds during the same month the previous year. The gain in stems and trimmings for January of this year, compared with January, 1916, amounted to 5064 pounds, being 108,576 pounds imported last January compared with 103,512 pounds in January, 1916.

For the seven months fiscal year there was a total of 7,149,741 pounds of stems and trimmings imported, compared with 6,191,452 for 1915-16, a gain for 1916-17 of 958,289 pounds. For the seven months fiscal year ending January, 1917, there was 6,315,508 pounds of leaf imported, against 5,049,591 pounds for 1915-16, a gain of 1,265,907 pounds for the seven months of 1916-17. There was 834,233 pounds of stems and trimmings imported during the seven months fiscal year ending January, 1917, as against 1,141,861 pounds for the same period of 1915-16, a loss of 307,628 pounds for 1916-17.

The imports of cigars from Porto Rico for January of this year amounted to 15,062,000, against 14,917,000 in January, 1916, a gain for January, 1917, of 145,000 cigars. For the seven months fiscal year ending January, 1917, there were 115,889,000 cigars imported, compared with 91,494,000 in the previous fiscal period, a gain of 24,395,000 for 1916-17.

Cigarettes imported in January, 1917, amounted to 1,013,000, against 525,000 for January a year ago, almost double the amount imported in January, 1916, and a gain of 487,000.

For the seven months fiscal year ending January, 1917, there was imported 4,346,000 cigarettes, against 4,512,000 for the seven months ending January, 1916, a loss of 166,000 cigarettes imported during the seven months ending January, 1917.

Cigars shipped to Hawaii during January, 1917, as compared with January, 1916, showed a loss of 131,000, there being 116,000 cigars exported in January, 1917, against 247,000 in January, 1916, and for the seven months fiscal year ending January, 1917, there were 942,000 cigars sent out, against 1,698,000 for the like period a year ago, this showing a loss of 756,000.

Cigarettes exported last January were 4,644,000 against 3,369,000 for January, 1916, a gain of 1,275,000 for January, 1917, while for the seven months of 1916-17 there were 28,913,000 exported, against 24,576,000 for the 1915-16 period, thus showing a gain for 1916-17 of 4,337,000.

Plug tobacco exported for January, 1917, were 16,822 pounds, against 8628 for January, 1916, a gain of 8194 pounds for January, 1917. The seven months fiscal year ending January, 1917, show there was exported to Hawaii 118,790 pounds of plug, against 57,040 pounds for the same period during 1915-16, a gain of 61,750 pounds for 1916-17.

Smoking tobacco exported during January, 1917, amounted to 85,644 pounds, against 57,831 for January, 1916, a gain of 7813 pounds for January, 1917. For the fiscal year ending January, 1917, there were exported 752,311 pounds of smoking tobacco, against 535,077 pounds for the same period of 1915-16, this being an increase of 217,234 pounds for 1916-17 period.

Leaf tobacco exports from the United States during the first month of this year were 22,718,167 pounds, against 19,524,261 pounds for the same month in 1916, an increase of 3,183,906 pounds in January, 1917.

Exports of cigars during January this year were 214,000 cigars, an increase of 99,000 cigars exported, compared with the corresponding month of the preceding year.

January exports of 319,951,000 cigarettes represents a gain of 78,294,000 over the corresponding month of the preceding year.

A slight improvement has been noted in the export of plug tobacco, 486,666 pounds being shipped in January, 1917, a gain of 146,089 pounds over the corresponding month last year.

Smoking tobacco exports were 138,144 pounds during January, 1917, a decline of 2481 compared with January, 1916.

The value of domestic tobacco and its manufactured products exported during January, 1917, is $4,762,634, a gain of $2,170,593 compared with the first month of last year.

The imports of leaf tobacco suitable for wrappers amounted to 123,413 pounds, an increase of 91,383 pounds for January, 1917. All other leaf imported the first month of this year reached the total of 2,633,685 pounds, a loss of 1,378,961 pounds in January, 1917. This makes a total loss all kinds of leaf tobaccos 1,277,673 for January, 1917. The decrease was due to Greece not sending us any tobacco whatever, and a decrease in imports from other countries.

As noted in the accompanying table the January, 1917, imports gained over last year's imports with the exception of cigars (duty free), which showed a loss of 2121 cigars.

The value of all tobacco imported, both leaf and manufactured, amounted to $1,998,864, an increase of $227,054, compared with January, 1916.

The seven months period of the fiscal year, beginning with last July, show an increase in everything.

Exports of domestic leaf for the seven months ending January 31st were 319,039,379 pounds, an increase of 44,135,258 pounds over the like period a year ago.

The total value of tobacco exports for all kinds for the above period was $43,666,311, a gain of $11,470,548 over the preceding period a year ago.

The amount of imports for the seven months ending January, 1917, compared with the corresponding period of 1916, is as follows: Leaf tobacco suitable for cigar wrappers, a gain of 902,630 pounds; other leaf imports of 21,995,387 pounds show a loss of 730,769 pounds.

Cigars imported (free of duty) from the Philippines, totaled 1,127,397 pounds, a gain of 529,960 pounds; imports of cigarettes (duty free), were 7146 pounds, a loss of 1613 pounds; cigars (duty paid), total 379,591 pounds, a gain of 36,083 pounds; and the 6055 pounds of cigarettes imported (duty paid) is a decrease of 24,080 pounds.

The total value of all tobacco and its manufactured products received by this country during the seven months' period of the current fiscal year was $3,772,577, an increase of $918,566.—"Western Tobacco Journal."

Colorado Cigarmakers to Ignore Commission

Jurisdiction in the case of the Limon, Colo., cigarmakers who served notice of a strike on their employers without obeying the thirty-day clause in the industrial law, has been assumed by the Colorado State Industrial Commission. The commission is serving subpoenas upon a number of the leaders and has posted blanket notices in the various factories ordering the members of the union to appear at a hearing.

The cigarmakers, according to present plans, are preparing to resist the order of the commission, and they will, unless the employers comply with their demands of increased wages and better sanitary conditions, strike.

The proposed strike, which will test the Colorado industrial law, is being watched with great interest throughout the country by organized labor.

At the regular meeting of the Denver Trades and Labor Assembly the special order of business is the endorsement of a resolution condemning the section of the industrial law which refers to the thirty-day strike notice clause and to the penalties attached. The resolution states that until the constitutionality of the law is passed upon by the United States Supreme Court the labor organizations of the State will absolutely ignore those sections.

The State Industrial Commissioners are making no statements as to the action which may be taken by them in the matter.

Sold Tobacco to Competitor

The Brandfass Tobacco Company of West Virginia, with a branch warehouse in Brookville, O., has filed suit in Common Pleas Court, Greenville, O., against Urias Baker for the payment of damages amounting to $2938.80 with interest which the plaintiff claims was sustained by the alleged failure of Baker to deliver his tobacco crop to this company as per a contract which the tobacco company claims was entered into between Baker and the plaintiff.

The plaintiff states that Baker agreed to sell his entire tobacco crop, consisting of twenty acres and amounting to 28,000 pounds to this company. But it is also claimed that he delivered only a portion of the crop and sold the remainder to another tobacco buyer. For this reason the plaintiff states that it was damaged in the sum of $1938.80 for which judgment is asked with interest from April 12, 1917.

Boston Cigarmakers Compromise on Wage Increase

At a special meeting recently held the Boston Cigarmakers' Union agreed to accept a raise of $1 per thousand on hand-made and 50 cents per thousand on mold work, which was the offer made by the Boston Manufacturers' Association there. The cigarmakers in their original demands wanted an increase of two dollars and one, but finally compromised with $1 and 50 cents.

In the News

James McDonald, of Mendota, Ill., has purchased the cigar store of George Sack in that city.

R. M. Rankin, Southern representative of the "Charles Denby" cigar, has been a recent visitor in Nashville, Tenn.

Fire recently destroyed the cigar factory of John Gantschi in Washburn, Wis. The building was partly insured.

W. H. Kildow, head of the Kildow Cigar Company, Tiffin, O., has been chosen president of the Tiffin Saving Bank.

Ike Reinheimer, of the Reynolds-Lindheim Cigar Company, Nashville, Tenn., left town recently for a trip through Kentucky.

Eddie Bender, manufacturer of the "Great Western" cigar, Peru, Ind., has opened the Cosy Cigar Store on West Third Street, that city.

John Miller, one of the oldest cigar dealers in Aurora, Ill., has closed his retail store and will devote his entire time to the wholesale business.

Through the efforts of the Washburn, Ill., Commercial Club the Levy Cigar Company of Minneapolis has been induced to open a factory in that place.

Robbers recently broke into the United Cigar Store at Forty-second and South Halsted Streets, Chicago, and left with $180 which they secured by smashing the safe.

The Jenkins Cigar Company, of Danville, Ill., will remove its location to Sloan Block on North Vermilion Street. Previous to occupancy the room will be renovated and a new front placed on the store.

The Eastern Cigar Manufacturing Company, of Perth Amboy, N. J., announces that it will erect and operate a large cigar and tobacco plant on Sutton Street between Amboy Avenue and Jacques Street, that city.

The Astrich store property at Fourth and Market Streets, Harrisburg, Pa., has recently been leased to the United Cigar Stores Company for a term of five years. The "United" will open a store there on May 1.

William Laird has removed his cigar store from 1306 Pearl Street, Boulder, Colo., to 1225 Pearl Street. Every customer who called at his new location on the opening day was given one of his favorite smokes.

As a result of the closing down of two of the largest stogie plants in Wheeling, W. Va., more than seven hundred hands have been thrown out of employment. The high cost of materials and labor is said to have caused the closing of the plants.

Robert Ford, manager of the United Cigar Store at Galveston, Texas, has removed to Fort Worth where he will take charge of one of the company's stores in that place. Mr. Ford will be succeeded by E. E. Jenkins at the Galveston store.

Tampa

M. Alvarez Opens Factory in Old Boltz, Clymer & Company Building—Future Orders Slowing Up While Waiting for Revenue Bill——Cigarmakers Indicate That They Will Force Settlement of Union Question

Tampa, April 21.

W. COWAN, formerly with the General Cigar Company, Incorporated, has arrived in this city to take charge of the sales of both the Tampa-Cuba Cigar Company and Baloin Brothers, Incorporated.

Salvador Rodriguez has returned from a several weeks visit on the island, where he inspected some of the leaf.

M. W. Berriman has left for the North to be gone several weeks. From New York he will probably make a brief trip to Chicago.

W. W. Rosebro, of M. Bustillo & Company, has left on a trip to Chicago, where he will spend several weeks in the interest of the factory brands. M. Bustillo has gone over to Jacksonville for a visit to the firm's branch factory at that place.

Cuesta, Rey & Company continue busy and A. L. Cuesta, Jr., says that not only do prospects continue bright but that sales to date are already in excess of figures for the same period in 1916.

The Boltz-Clymer factory has been taken over by M. Alvarez who will manufacture the "Morgazo" and "M. Alvarez" brands among others.

"Ignacio Haya" is being called for by the trade in a manner that pleases the Sanchez & Haya folks very much.

Jose Lozano, of F. Lozano, Son & Company, remains at the factory and intimates that he will probably be there for some time yet.

Louis Guerra, of V. Guerra, Diaz & Company, is back from a visit to Southern customers with a fine collection of orders for factory brands. Mr. Guerra also brought home some new accounts which he gathered on the trip.

Orders on hand continue to keep most of the factories as busy as usual, but during the preparation of the revenue bill and the question of the taxes to be imposed on the cigar and tobacco industry there seems to be a disinclination on the part of jobbers to place future orders of any size. This situation is an unfortunate one, for Tampa seemed sure of the biggest year in her history at the present rate of production.

There seems to be no question but what any additional taxes will be handed right over to the consumer. As one manufacturer said, "There is little enough profit now and costs are still rising. If an additional $3 a thousand is added every cent of it will have to be collected from the consumer. It is no more possible for us to stand this tax than it is for the jobber or retailer."

There is a feeling that a raise in the retail price of goods will certainly cut down the consumption to some extent. However, in England the tobacconists have gloried in the sums raised by the tobacco taxes and they have appealed to smokers throughout the kingdom to buy cigars and tobacco because the taxes are helping to carry on the war.

The cigarmakers have done nothing further regarding their demands but indications are that they are going to insist on a settlement of the matter or else they will strike.

Perfecto.

Knickerbocker's Broadway Jottings

Leo Rieders, of Tunis Brothers, is getting in some fine work on the "Garcia Fama" brand.

H. Duys & Company has purchased a large quantity of Java leaf for use in the American market.

Jesse Batt, vice-president of Simon Batt & Company, is now on a trip to Baltimore and Washington.

A. Sylvester, president of the American Cigar Company, has returned from a brief visit in Tampa, Fla.

Louis Cahn, of E. M. Schwarz & Company, has left the city on a trip that will take him to the Pacific Coast.

Charles Gans, of Max Gans & Son, has returned to his offices following a trip to Porto Rico.

Anthony V. Jockel, of the Ruy Lopez Ca., is calling on the trade in Baltimore and Washington.

Garcia Pando & Company have removed from 48 Franklin Street to 47 Green Street.

A. Caro, who sells for A. Santaella y Ca., has departed for a trip through Southern territory.

The retail store of S. Monday & Sons has been removed from 328 West 125th Street to 2335 Eighth Avenue.

F. R. Hoisington, president of the Cayey-Caguas Tobacco Company, is again at his desk following a brief illness.

R. U. Falkner, who represents Ruy Lopez Ca., in Southern territory, was a recent visitor at New York headquarters.

"Resaurus," a Tampa cigar made-in-bond, is among the new brands added to the list of Grosvenor Nicholas & Company, Incorporated.

H. G. Morris, of L. Sanchez & Company, has left town for a trip through the West in the interest of the firm's brands.

Alexander Herbert, vice-president of Philip Morris & Company, has left town on a trip that will take him to the Pacific Coast.

Matthew W. Berriman, of Berriman Brothers, who has been in New York for the past ten days, has since gone to Chicago.

Charlie Spietz and Albert Worch, of the Wayne Cigar Company, Detroit, Mich., have been visiting the New York leaf market.

Edmond Kelly, of Horace R. Kelly & Company, has returned to New York after a five months' trip which took him to Manila.

The Black and White Cigarette Company has been incorporated under the laws of Massachusetts, with $500,000 capital stock.

"In-B-Tween" cigars are now featured at the Ritz-Carlton Hotel. This popular short smoke is made by Kraus & Company of Baltimore.

L. B. McKitterick, vice-president of the Tobacco Products Corporation, is at present in the Middle West. He is expected to return shortly.

Benno Rosenwald, of E. Rosenwald & Brother, has recovered from his recent operation for appendicitis sufficiently to return to his home.

J. A. Voice, of the Pasbach-Voice Lithographing Company, has returned to his New York headquarters following a trip through the South.

Horace R. Kelly & Company are making deliveries to their customers of a shipment of 4,000,000 Manila cigars which have reached this country.

Harry Prochaska, manager of the cigar label department of Adolph Frankau & Company, Incorporated, has returned from a trip to Canada.

Samuel Loewenthal, of S. Loewenthal & Sons, has returned from Battle Creek, Mich., where he has been recovering his health following a serious illness.

Samuel Saqui & Company, manufacturers of the "Jenny Lind" cigar, have removed their headquarters from 207 East Forty-ninth Street to 21 East Eighth Street.

A. Seigel & Sons, manufacturers of the "Mi Careme" cigar, report that the business is showing a steady increase in practically every territory in which the brand is sold.

Mortimer Ferguson, a salesman from the Tobacco Products Company, has resigned from that corporation in order that he may be ready to join his regiment when it is called to the colors.

Sidney J. Freeman, who sells large quantities of the brands from the La Flor de Intal factory in Manila has been calling on his old customers and acquiring some new ones in the New England States.

R. M. Gans has returned to the factory following a trip through New York and Pennsylvania in the interest of the "La Muna" brand which is proving a big success for the makers, Gans Brothers.

Charles Landau, who represents the H. Upmann factory in the United States and Canada is back in town following a trip to the Pacific Coast which included a visit to some of his big customers in Canada.

Sidney Goldberg, president of Simon Batt & Company, who has been on the Pacific Coast with factory representative Eugene Stoltz, is expected back at Broome Street headquarters about the first week in May.

Victor Lopez is getting some splendid results for his efforts about town on the "Garcia Grande" cigar, made by J. Klorfein. The increasing demand for this brand has made it necessary for Mr. Klorfein to let a contract for a factory in Perth Amboy, N. J.

A. J. Lachman to Retire From Business

J. LACHMAN, owner of the West Indies Cigar Company, at 138 Pearl Street, has announced that he will retire and bring the business of the house to an end. Unfavorable conditions in the Porto Rican leaf market are said to have caused Mr. Lachman to make this decision.

The Porto Rican-American Tobacco Company has taken over the factory and other buildings of the concern and has also purchased a number of the brands. The sale of other labels is being consummated.

Expressions of genuine regret are heard on all sides regarding Mr. Lachman's retirement. He made and held many friendships throughout the country through his geniality and frank business methods.

Petition Filed Against Fernandez & Garcia, Incorporated

A petition in bankruptcy has been filed against Fernandez & Garcia, Incorporated, at 436 Broome Street, by Frederick J. Hillman on an assigned claim for about $4000 for goods sold in New York for the past three years by the New York Sales Company. Assets are alleged to be about $500 while the liabilities, it is claimed, approach $7000. The firm was also known as Romeo Garcia & Company.

W. D. C. Pipes Advanced to Maintain Quality

The trade has recently received notice from William Demuth & Company, manufacturers of the famous "Wellington" pipe and others of high grade, that owing to conditions over which they have no control the prices of their genuine French briar pipes have had to be advanced. The retail prices of W. D. C. pipes are now from fifty cents upward. Formerly prices ranged from thirty-five cents upward. By this increase in price the trade is assured of the same high quality of materials and workmanship that have given a world-wide prestige to W. D. C. pipes.

Wise & Lichtenstein Partnership Dissolved

Notice is received of the dissolution of the widely known law firm of Wise & Lichtenstein, effective May 1, 1917.

Henry M. Wise has formed a partnership with Harold C. Aron and will engage in the general practice of the law including trade-mark and copyright matters. The new firm will be located at 50 Pine Street.

Sol. K. Lichtenstein will locate in the Bank of Commerce Building at 31 Nassau Street, and will have associated with him Myron L. Lesser. Charles G. Hensley, of the patent bar, will have his office with him.

The firm of Wise & Lichtenstein is well known in tobacco trade circles through their prominence as experts on trade-mark matters.

T. C. Gales, vice-president of Henry Clay and Bock & Company, has returned to New York headquarters following a month's trip through the West.

Sumatra Arrives for New Sumatra Tobacco Corporation

EIGHTEEN hundred bales of Sumatra tobacco arrived recently in an American port on board the steamer "Kawi" which brought the leaf from the Island of Sumatra. The leaf was purchased by the Sumatra Tobacco Import Corporation and is part of its purchase made without sight of samples.

The tobacco was purchased by wireless at the Suez Canal. It was consigned to the Netherlands Overseas Trust, in Holland, so that it may take a brief period to clear title to the tobacco as the vessel has put into an American port.

While this amount of leaf is but a "drop in the bucket" so to speak, nevertheless it will doubtless relieve the present tension regarding Sumatra wrappers for a number of cigar manufacturers.

Barking Dog of Barkman Company Lost

That clever Boston terrier of the Barkman Company, Incorporated, is really and truly lost and although more than $1000 has been spent to locate the Barking Dog all efforts have thus far been in vain. Every traveler on Broadway has at one time or another seen this famous canine with his blanket advertising "Barking Dog" and the pipe grasped between his teeth in a truly human fashion.

Petition in Bankruptcy Against Camp Importation Co.

A petition in bankruptcy has been filed against the Camp Importation Company, importer of Turkish tobacco and cigarettes at No. 231-235 West Fortieth Street, by these creditors: John B. O'Flynn, $500; Bessie Brafman, $1325; and S. C. Abeles, $403. Judge Mayer appointed ex-Senator Nathaniel A. Elsberg receiver, bond $3000, on application of Blau, Zalkin & Cohen, who stated that the liabilities are $70,000 and assets $19,000, of which accounts are $10,000. The company was incorporated on December 4, 1913, with capital stock $400,000, which was increased to $550,000 two years later. William J. Seldenberg was president, but it had no rating at Bradstreet's.

"Bill" Bythiner Visits Water Street

Leaf broker W. W. Bythiner, of Philadelphia, has been a recent visitor in Water Street, in behalf of clients with results that were highly satisfactory to him. On his last trip he was accompanied by F. W. Breiner, buyer of W. K. Gresh & Sons, Norristown, Pa. Mr. Bythiner states that he has found in a number of cases that stocks which were not in demand in Philadelphia were quickly disposed of in New York, while stocks that were dead in New York moved quickly in Philadelphia.

Vincente Planco, of Ruy Suarez, has been among the recent visitors to Havana.

F. M. Arguimbau, leaf tobacco dealer, formerly located at 27 Burling Slip, has notified the trade of the removal of his headquarters to 135 Front Street.

Tobacco Should Not Be Classed as a Luxury

The word luxury is open to abuse. It is abused when it is applied to tobacco as consumed by the soldier or the home worker to increase their efficiency. When a so-called luxury becomes a powerful war weapon, it cannot be regarded as a luxury in the bad sense. Tobacco is no more a luxury than food is, when it is effective in maintaining national efficiency, either in the field or at home. An apt illustration is the potato.

The potato has become a fetish. Long queues of misguided people wait for them, because there is not so free a supply as they wish. The Government also worship the potato—quite rightly, too—as an ingredient of bodily salvation. They fix its price, encourage its culture, give away seed, create allotments for its production, and generally treat it—not as a luxury, but as a war weapon. And yet until the full food value of these tubers was recognized they were a rare luxury indeed, fetching high prices, and contesting with tobacco itself the honor of being a subject of talk in Elizabethan drawing-rooms. The potato has won its way from being a rarity brought to this country as a traveler's curiosity, to being one of the staple articles of diet. Tobacco has run it close over the same period of time, and has evolved in the school of men's experience. From being blasted by a king it is now burned by kings without a curse.

Tobacco's use in the war should give statesmen pause how they turn their back on it. Not that the Government has shown itself at all stupid. Britishers are not used to jumping to conclusions. They believe in testing things. Tobacco as an article of daily consumption has stood the test of faddists' unwisdom, and has, by proving a real friend to the soldier and home war worker, won its place decisively. This industry need not blush—except with pleasure in the consciousness that it is doing good war work.

To grumble that tobacco imports have to be restricted is the last thing which the industry has done or intends to do. A few enthusiasts in the trade have magnified the importance of renewing licenses quickly, but these only stand out the more clearly because the mass of the trade take the national view first and the trade view secondly. If they did otherwise they would not be such good citizens. There is no class more ready to continue doing its bit than the tobacco industry and trade.—"Tobacco" (London).

Tin Can Scarcity Leads to Search for Substitutes

To meet the threatened shortage of cans the Bureau of Standards at Washington is investigating the merits of substitute receptacles of wood fibre coated with parafine. Investigation so far has disclosed that it is commercially economical to use fibre containers for many liquids now put up in tins.

The packing and canning industries of the country are facing a serious shortage of tin cans, and where practical, as in lines like tobacco packing, substitute containers are being considered. Scarcity of sheet steel and pig tin is seriously handicapping the tin plate and can manufacturers, and relief is necessary before this year's crops are ready for putting up, or canned goods may be very scarce another season.

Supplies of pig tin must be imported from the Straits Settlements, Australia, Java and China, and the war has placed serious difficulties in the way of adequate receipts in this country. American manufacturers are forced to pay fifty-five cents a pound for pig tin, while English concerns are paying about forty-six cents. The inability of the steel mills to meet unprecedented demand for sheets is another cause for the shortage of tin cans, and already many consumers are reported as unable to secure sufficient can supplies.

To Increase the Supply of Tin Cans

The steps that have been taken to increase the supply of tin cans for the coming packing season have been announced by Secretary Redfield. They consist principally in speeding up the manufacture of tinplate, in arrangements by the manufacturers whereby much of the tinplate ordinarily used in packing non-perishable goods will be diverted to the packers of perishable foods, and in the introduction of suitable substitute containers for many lines of non-perishable goods usually packed in tin. At present the canners are demanding 40 per cent. more cans than the can manufacturers feel that they are able to promise.

The greatest saving in tinplate can be effected by using substitute containers for non-perishable goods, and the Department of Commerce, through the Bureau of Foreign and Domestic Commerce, is now preparing suggestions along this line. A great many familiar articles are put up in tin containers which can well be put up otherwise. Good substitutes are now in use for packing tobacco, coffee, tea, spices, baking powder, soap powder, white lead, powdered paints, sirup, cocoa, cheese, lard, butter, and peanut butter. It is suggested that packers of such products consider carefully the use of such substitutes before ordering any further supplies of tin cans. The department will be glad to assist enquirers who may state the special uses for which they wish containers to replace tin during the present emergency.

In some instances the use of substitutes may mean temporary incenvenience but no patriotic manufacturer will hesitate to "do his bit" to prevent a serious food shortage next winter. Some manufacturers who have been approached by the department will be able to use substitutes without any sacrifice whatever. In fact, some of them will welcome an opportunity to abandon the elaborate containers that have come into use largely for advertising purposes during the last few years. A number of important concerns are already notifying their trade that in the future their goods will be delivered in substitute containers. A number of tinplate manufacturers have agreed to co-operate by refusing for the present to enter into new contracts for the sale of tinplate for use in canning non-perishable goods.

Economy in the manufacture of tinplate and tin cans is of prime importance and the manufacturers are making special efforts to prevent waste in the mills and factories.

The present high price of tin is attributed to the unusual demands of the last two or three years, combined with the present difficulty of getting the supplies from the Straits Settlements and from the tin refiners in Europe. Practically all of the world's supply of tin is mined in the Straits Settlements and Bolivia. For a great many years European firms have handled the output of both countries and sold the refined product to tinplate manufacturers in Europe and the United States, although since the war started, a smelting plant has been erected in New Jersey and the ore is now brought here direct from Bolivia.

Senator Snyder Introduces Anti-Cigarette Bill

Senator Snyder recently introduced a bill in the State Senate at Harrisburg which would prohibit the manufacture, sale, keeping, disposing of or giving as a gift cigarettes or cigarette papers or wrappers and wrappers prepared for the purpose of being filled with tobacco for smoking.

The official estimate of production of tobacco in Paraguay from the 1916 crop places the amount at 22,040,000 pounds, as compared with 15,704,110 pounds produced during 1915.

Cigars Gain Eighty Millions In March

The following comparative data of tax-paid products as indicated by monthly sales of various stamps and receipts from certain sources of revenue is obtained from the Statement of Internal Revenue Collections for the month of March, 1917:

Products		March, 1916	March, 1917
Cigars (large)	No.	611,752,120	692,155,533
Cigars (small)	No.	76,071,520	89,706,960
Cigarettes (small)	No.	1,774,248,688	2,582,822,704
Cigarettes (large)	No.	2,014,175	1,805,586
Snuff, manufactured	Lbs.	3,355,775	3,099,768
Tobacco, chewing and smoking,	Lbs.	38,401,734	37,887,388
Playing Cards,	Packs	5,091,336	3,444,339

Note.—Porto Rican imports March, 1917, included in above statement were as follows: 17,679,140 large cigars.

Philippine imports for February, 1917 (not included in above statement) were as follows: 13,664,673 large cigars; 396,000 small cigarettes; and five pounds manufactured tobacco.

Imperial Tobacco Company Builds Fine Plant in Durham

About $200,000 is the cost of a plant which the Imperial Tobacco Company has just completed at Durham, N. C. Describing this enterprise, Alexis J. Coleman, secretary Durham Chamber of Commerce, writes to the "Manufacturers Record":

"The plant has a frontage of 240 feet on Morris Street and of 280 on Randolph Street. It has a redrying capacity (with two drying machines) of over 20,000,000 pounds per season, beginning August 1 and ending April 1. It contains storage-room for 5000 hogsheads. During the season there are employed between 600 and 700 operatives. The construction of the building throughout is of the very best material that can be purchased. It is equipped with a heating and humidifying system, thermostatically controlled, which washes and cleanses and purifies the volume of air throughout the building every thirty minutes. There are three spur tracks for loading and unloading, two of these tracks entering the building. The entire plant is sprinkled with the general fire extinguisher system. The plant is thoroughly up to date. In fact, it is an elaborate industrial property. The high ornamental fence and the white stone trimmings, also the office, constitute a plant which any community would be pleased to have."

Thacker Directory Pleases

The publishers of the Orrin Thacker Directory are receiving words of praise from the trade because of the completeness of the 1917 edition of this directory of wholesale grocers, semi-jobbers and chain stores in the United States and Canada.

In addition to showing the population of States and towns and a rating indicating the financial size of firms listed, this 1917 edition indicates under listing of headquarters where branches, if any, are located, and under listing of each branch the location of headquarters is designated. The advantage of such information is apparent.

There exists some misunderstanding as to just who publishes the Orrin Thacker Directory—the "Red Book"—so we will explain that it is published under the direct supervision of Orrin Thacker (who has compiled similar directories for twenty-three years) by the Orrin Thacker Directory, 33 West Gay Street, Columbus, O. The 1917 edition sells for $1.25 per copy, postpaid, and is of a convenient (pocket) size for salesmen's, as well as office, use.

MORE PUBLICITY FOR KANSAS

New Law Forbids Sale of Magazines Containing Cigarette Ads—Editors Are Likely to Give Kansas Interesting Writs-Ups

THE purification of Kansas continues.

By law the sale of cigarettes and cigarette papers has been prohibited.

Also having discovered that the reading of advertisements sometimes creates a desire for the article advertised the State Legislature has further decreed that after the publication of the 1917 session laws no magazine or newspaper containing advertisements of cigarettes or cigarette papers shall be sold on newsstands, on the street or on railroad trains in the State of Kansas. Not only does this law strike a blow at the big daily and Sunday papers from Kansas City, St. Louis and Chicago, but it also will prevent the sale of practically all national magazines in Kansas unless the publishers get up special editions for that State, which is highly improbable. If the law is really enforced it will also cause hundreds of newsboys to seek other occupations.

The editors and publishers of newspapers and magazines affected will doubtless file suits to test the law as quickly as possible, but in the meantime Kansas will be treated editorially in interesting if not complimentary reading matter.

Speaking of the new law the Topeka "Journal" says

"The anti-cigarette law was one of the measures which the welfare organizations supported in their legislative program. They wanted pure, virtuous, undefiled Kansas placed under a statutory guardianship that would not only bar the cigarette and cigarette paper but would block any suggestion or thought of the pill. Under the law sales of cigarette papers and cigarettes are prohibited. But the Legislature desired to put a clincher on the matter. So it barred any publication which contained such advertisements.

"Only through direct subscriptions for magazines delivered through the mails can Kansans receive any one of dozens of Eastern magazines now sold from news stands in this State. General Brewster has suggested that the magazines change their make-ups and print special deleted editions for Kansas consumption. There is slight probability that the magazines will adopt this suggestion. Nor is there considerable indication that the publications will abandon thousands of dollars worth of valuable advertising contracts merely because of a Kansas law. One thing is quite certain, though. The magazines will express some free and uncensored thoughts of Kansas laws and regulations and restrictions that will at least prove interesting reading.

"It is probable that a suit will be filed next month in an effort to block the enforcement of the cigarette advertising law or to secure a court opinion holding the law invalid. The suit can not be filed, however, until the law becomes operative. The new law goes in effect with the publication of the 1917 session laws. The laws will probably come from the press some time in May."

John Hunter Becomes Secretary of Philip Morris & Co.

John Hunter, who for some months past has been office manager for Philip Morris & Company, is announced as the new secretary of the company to fill the position made vacant by the death of Frederick S. Lucey. Prior to his connection with the firm as office manager he had been acting as visiting accountant to them.

Have you smoked the famous toasted cigarette?
LUCKY STRIKE cigarette
Delicious steak ("toasted"
Here's a NEW Creation
LUCKY STRIKE The real Burley Cigarette
It's toasted
Toasted tobacco The only big advance in 20 years in cigarette making
You know those green blue and red tin boxes!
It's toaste
You like your meat cooked Dont you?
Guaranteed by
The American Tobacco Co.
INCORPORATED
YOU must always think of our guarantee on every package of Lucky Strike Cigarettes as a direct personal message from The American Tobacco Company to you—not as a mere business formality. Read it; this is what it says:
GUARANTEE
You couldn't ask for anything more complete, sweeping or unreserved, could you? You are protected, the dealer is protected; everyone who pays his money for Lucky Strike Cigarettes is given the squarest deal that plain English can define.
It's toasted
Raw coffee? Never! Toasted coffee Every time!
You dont l raw pear You like th roaste
It's toasted
Toasting seals in flavor
It's toasted
LUCKY STRIKE "IT'S TOASTED" CIGARETTES
20 for 10c
It's toasted

THIS IS the story the LUCKY STRIKE newspaper Advertisements are telling to millions of smokers everywhere

"Here's the LUCKY STRIKE Cigarettes—a new flavor—the tobacco, it's toasted. Same idea exactly as your hot-buttered toast at breakfast. (It sounds fine—makes everybody want one—that toasting idea.) They're always fresh—toasting holds the Burley flavor. Everybody loves Burley. LUCKY STRIKE, the real Burley Cigarette at last. IT'S TOASTED."

The American Tobacco Co.
INCORPORATED

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, April 23, 1917.

THE past fortnight has been one of the dullest we have ever known at this season of the year as there were no buyers from the North and the little business which has been done consisted of a few takings by our commission merchants, on small orders from their customers, as well as some exports to Canada and South America. The latter, although reported only now, in reality was previous business. Our cigar and cigarette manufacturers made a few purchases of the new libre de pie.

The Partido crop seems to be the best advanced to be workable soon, as the leaf does not require as much fermentation as the heavier Vuelta Abajo styles, and therefore, there have been working a few escogidas already, and more are going to start up right along. Owing to the uncertain future as regards the coming demand from the United States many packers that formerly went in to buy heavily in the country are this year rather cautious in stocking up with bundled tobacco, particularly as the vegueros are pretending very high prices. The crop is reported, however, as generally very good in colors, taste and burn, therefore, very suitable to the American clear Havana cigar manufacturers. Unless the duties and internal revenue taxes should be raised too high by Congress, there ought to be a good demand for our leaf later on, even if the momentary reports from Tampa and Key West speak of large discharges of cigarmakers. As this is the dullest period of the year in the cigar industry, as a rule, we do not feel alarmed on this account.

The Vuelta Abajo crop is more backward yet, excepting the light part from the Remates section, where we know, that one escogida is working already, and the libre de pie of which is in good demand by our cigar manufacturers for blending purposes.

There are no reliable reports about the Remedios crop, although one of the country buyers of a local leaf dealer, who went to get posted on the crop, says that the crop will be small and there may be quite some defective leaf. As he gathered his information from people in the different towns visited—it being still unsafe to see the vegas—we are loath to give much credit to his version of the actual state.

Sales during the last two weeks only totaled 1670 bales, which consisted of: Vuelta Abajo, 586; Partido, 114; and Remedios, 970 bales.

Buyers were: Americans (through our commission merchants), 581; Canadians, 257; exporters to South America, 664; and our local cigar and cigarette manufacturers, 168 bales.

Exports of leaf tobacco, from the port of Havana, for the two weeks ending with the 14th of April, 1917, totaled 12,849 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 10,961; to Canada, 1235; to the Argentine Republic, 484; and to Chile, 169 bales.

Receipts of Leaf Tobacco From the Country

For 2 weeks ending Apr. 5, 1917.			Since Jan. 1, 1917.
Vuelta Abajo,	1,201 bales.		8,560 bales.
Semi Vuelta,	93 "		743 "
Partido,	1 "		1 "
Remedios,	611 "		23,305 "
Total,	1,906 "	Total,	32,609 "

Buyers of Leaf Tobacco That Come and Go

Arrivals—From Tampa: Salvador Rodriguez, of Salvador Rodriguez (Charles the Great factory).

From New York: Abe Haas, the tobacco planter of Camajuani, and the representative of E. Rosenwald & Brother, of New York.

Departures—To Tampa: Salvador Rodriguez.

To Cincinnati: Edward Rind.

To Spain: Ismael Iglesias and Luis del Valle.

Cigars

According to the March statistics of our exports of cigars, there has been an increase to most countries, and if it had not been for the big decrease to Great Britain, the month would have panned out well enough. The question now, however, is whether we may count upon a continuance of fair orders from the United States, or not. Our large factories, like Romeo y Julieta, and Partagas, are working still well but the same cannot be said of the medium factories, leaving alone the smaller ones. Spain and France have enough pending orders still, while Canada is dull, and most of the other countries, therefore, unless the United States should help out, the outlook is not reassuring.

The exports of cigars from the port of Havana, as per our official treasury reports, are as follows, viz.:

From March 1 to March 31, 1916,	13,546,649 cigars.
From March 1, to March 31, 1917,	11,663,166 "
Decrease during the month of Mar., 1917,	1,883,483 "
From Jan. 1, 1916, to Mar. 31, 1916,	35,182,043 "
From Jan. 1, 1917, to Mar. 31, 1917,	25,323,511 "
Decrease during first 3 months of 1917,	9,858,532 "

Increases by countries, in March, 1917, as compared with March, 1916:

France,	2,619,476	cigars.
United States,	2,440,267	"
Spain,	1,081,705	"
Sweden,	427,100	"
Australia,	324,300	"
Denmark,	261,750	"
Canada,	171,200	"
Spanish Africa,	65,950	"
Boliva,	56,000	"
Canary Islands,	54,250	"
Portugal,	48,750	"
U. S. of Columbia,	40,561	"
Norway,	27,335	"
Uruguay,	16,500	"
Chile,	16,075	"
Switzerland,	16,000	"
Argentine Republic,	12,940	"
British Africa,	10,000	"
Total,	7,690,159	"

Decreases by countries, in March, 1917, as compared with March, 1916:

Great Britain,	9,556,565	cigars.
French Africa,	16,000	"
Total,	9,572,565	"

The ten principal countries which last year imported over one million cigars from us show the following increases and decreases, on March 31, 1917, as compared with 1916:

	Increase.	
United States,	4,036,349	cigars.
France,	3,505,376	"
Spain,	1,039,914	"
Australia,	153,805	"
Canada,	135,450	"
Russia,	50,000	"
Total,	8,920,894	"
	Decrease.	
Great Britain,	18,291,540	cigars.
Denmark,	1,263,735	"
Argentine Republic,	202,291	"
Chile,	147,371	"
Total,	19,904,937	"

Leaf Tobacco and Other Notes of Interest

B. Diaz & Company issued their circular informing the trade that Juan B. Diaz had been admitted as a partner since the 31st ulto. The three partners are: Bruno Diaz, Sr., Juan B. Diaz and Bruno Diaz, Jr.

Jose C. Puente & Company published the withdrawal of their two industrial partners, Ismael Iglesias and Luis del Valle, and whose power of attorney has ceased since the first of this month. Both of them left for a year's recreation to their mother country, Spain, by the steamship "Reina Maria Cristina."

Manuel Garcia Pulido has the distinction of having been the first seller of the new Partido crop this year, and which was of an exceptionally fine quality. He also had no trouble in disposing of his new Remates libre de pie, upon arrival from the country.

The sterling house of Manuel A. Suarez & Company always tries to reserve some stocks for their faithful customers, and without taking the least advantage when the market should have gone up. It sold 438 bales of Vuelta Abajo and Remedios in the last fortnight.

Leslie Pantin was the largest buyer in our leaf market during the last two weeks, and still his purchases only amounted to 300 bales, a sign of the dullness in our market.

Herrera, Calmet & Company closed out 380 bales of Remedios lately.

Walter Sutter & Company purchased, for account of their customers, 281 bales of leaf tobacco.

Jose F. Rocha sold 134 bales of Vuelta Abajo, Partido and Remedios.

Shippers above 200 bales of leaf tobacco in the last two weeks were: Virgilio Suarez, 3595 bales; Leslie Pantin, 1966 bales; Cuban Land and Leaf Tobacco Company, 1485 bales; Menendez & Company, 869 bales; Walter Sutter & Company, 848 bales; Mark A. Pollack, 620 bales; Y. Pendas & Alvarez, 566 bales; Allones, Limited, 484 bales; M. A. Gunst & Company, 397 bales; Ernest Ellinger & Company, 365 bales; J. F. Berndes & Company, 348 bales; Jose Suarez & Company, 340 bales; J. Bernheim & Son, 305 bales; E. H. Gato Cigar Company, 295 bales; Aixala & Company, 271 bales; C. E. Beck & Company, 257 bales; Bridat & Company, 218 bales; Havana Tobacco Export Company, 212 bales.

Oretaniv.

Manufacturer of Cigarettes in Denmark

During 1916 there were eighteen concerns in Denmark making cigarettes, and the output amounted to 596,000,000, as against 445,000,000 in 1915. There were also imported for home use 74,000,000, as against 86,000,000 in 1915. The estimated consumption for 1916 was 567,000,000. A small number was exported.

About 91 per cent. of the home manufacture is sold at $0.004 each. Cigarettes that sell for $0.015 each and over are not made in Japan to any extent (175,000 for 1916), while almost all the imported cigarettes sell at $0.015 and over.

Almost all the tobacco used is imported; the domestic tobacco used amounted to only 6000 pounds, as against imports of 46,000 pounds.

The production of 596,000,000 cigarettes was divided among the eighteen factories as follows: Seven factories producing less than 250,000 each aggregated 600,000; three factories producing between 250,000 and 10,000,000 each aggregated 5,600,000; and eight factories producing over 10,000,000 each aggregated 589,800,000.

Tobacco Prospects in Dominican Republic

Although the tobacco harvest should begin in April, much uncertainty still exists as to the quantity and quality of the 1917 crop. While planting has been exceptionally heavy, and considerable new ground has been placed under cultivation, the dry weather that has prevailed during the last two months has been decidedly unfavorable. It is safe to say that original optimistic forecasts of 300,000 seroons of about 115 pounds each—that is double a normal crop—will not be fulfilled.

Much uncertainty also exists as to the prices the new crop will command. Large quantities of tobacco from previous crops are stored in the interior, and transportation facilities, both rail and sea, probably will play an important part in fixing the value of the 1917 crop.

TURKISH CIGARETTES
CADO COMPANY, INC.
26-30 Park Place - - New York City
BRANDS {Fifty-Six - - - - - 10 for 25c
{Cado - - - - - - 10 for 15c

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 252 E. 78th St., New York. 9-1-tf

For Sale.

FOR SALE—Fifteen Universal Stripping Machines. Correspondence invited. Address Box 210, "Tobacco World."

Salesman Wanted.

CIGAR LABEL SALESMAN WANTED—By New York lithographer turning out high-class work only. One with some experience preferred. Apply with full particulars to Box 208, "The Tobacco World."

For Sale.

FOR SALE—Three Universal Stripping Machines, in first-class condition. Write Commercial Cigar Company, Newark, Ohio.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

Sasnak Cigar Company to Build Factory in Wichita

The Sasnak Cigar Company, which was recently incorporated with a capital stock of $15,000, will give Wichita, Kan., a new factory building soon, according to the expectation of the officers. Maurice R. Coste, fiscal agent, says that it will be but a matter of days when the factory will be moved from its present location at 151 North Main Street into more commodious quarters. By autumn there probably will be sixty workers engaged in making "Sasnak" cigars, and the use of a specially constructed building is considered imperative.

James Murphy is president of the "Sasnak" company. The disposal of the additional stock created by increasing the capital from $5000 to $15,000 is in the hands of Mr. Coste. Nearly half of the new stock has been subscribed in the past week, said the fiscal agent.

The origin of the name given the cigar was disclosed recently. Most people thought that Kansas had merely been spelled backwards. But it was declared that it is due to coincidence that this is true. Sasnak, it was asserted, was just about the biggest chief the Ojibway Indian tribe ever had. He was a cousin to Pocahontas. His chief claim to fame, however, was the fact that he led Sir Walter Raleigh from the path of rectitude by giving him a puffing acquaintance with the well-known vile weed. So when the new cigar was named, the old Indian seemed a very appropriate god-father. It was then discovered that the name was doubly appropriate.

Connecticut Tobacco Growers Urged to Aid Food Supply

Tobacco dealers of Connecticut were appealed to recently at a meeting of the Connecticut committee on food supply at the Capitol, Hartford, Conn., to utilize as much of their land as possible in producing foodstuffs. Governor Holcomb told the growers that he did not expect them to abandon tobacco raising, for he himself used the leaf and found it a pleasure and a consolation. He urged them, however, to give as much acreage as possible to other crops which would supplement the State's food supply. The normal tobacco crop raised in the State averages an approximate value of $8,000,000.

The William Badt cigar store, located in the Kirschbaum Building, Hartford City, Ind., will be moved to the William Block on the east side of the public square in that city. The store will open in its new location some time in May.

York Manufacturers Want Tax Based on Quality

Congressman A. R. Brodbeck and a delegation of leading cigar manufacturers of York County, Pa., have conferred with Chairman Kitchin, of the House Means and Ways Committee, at Washington, relative to making the proposed war tax on cigars a graduated one. In the York district 454,832,830 cigars were made for the year ending March 31 last, upon which a tax of $1,364,498.49 was paid. Employment was given 3790 cigarmakers, and their compensation totaled $2,258,840. The bulk of the cigars manufactured in York and vicinity sell under five cents. As the present tax is thirty cents a hundred on all grades, the York manufacturers urge that denominational or colored stamps be used and the levy fixed on a basis of the quality of the cigars made.

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS SINCE 1854

The Right Man Can Be Found Through The Business Opportunities Page.
Try it.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SWEET CHESTNUT:—40,183. For all tobacco products. April 4, 1917. The Home Products Tobacco Co., Versailles, O.

COON DOG:—40,184. For all tobacco products. March 19, 1917. The Home Products Tobacco Co., Versailles, O.

PENROD:—40,185. For cigars. April 4, 1917. Edward J. Lieb, New York City.

FOREST ROSE:—40,186. For stogies and cigars. March 22, 1917. Edwards & Kildow, Alexandria, Ind.

EL BRINADO:—40,187. For all tobacco products. March 14, 1917. The Moehle Litho. Co., Brooklyn, N. Y.

EL GORMANDO:—40,188. For all tobacco products. March 14, 1917. The Moehle Litho. Co., Brooklyn, N. Y.

KHAKI BOY:—40,189. For cigars. April 10, 1917. B. W. Ranney, Hartford, Conn.

KHAKI LIFE:—40,190. For cigars. April 10, 1917. B. W. Ranney, Hartford, Conn.

TAGORE:—40,191. For all tobacco products. April 7, 1917. American Litho. Co., New York City.

RABINDRANATH TAGORE:—40,192. For all tobacco products. April 7, 1917. American Litho. Co., New York City.

SERVICE KIT:—40,194. For all tobacco products. April 11, 1917. American Litho. Co., New York City.

ARMY KIT:—40,195. For all tobacco products. April 11, 1917. American Litho. Co., New York City.

NAVY KIT:—40,196. For all tobacco products. April 11, 1917. American Litho. Co., New York City.

ADMIRAL HENRY T. MAYO:—40,197. For all tobacco products. April 20, 1917. American Litho. Co., New York City.

TRANSFERRED

MATTATUCK:—39,738 (Tobacco Merchants' Association). For cigars and tobacco. Registered May 16, 1916, by H. M. Sachs, Waterbury, Conn. Transferred to J. M. Moss, Waterbury, Conn., October 21, 1916.

Credit Interchange Planned By Cincinnati Cigar Men

A meeting of cigar and tobacco jobbers and manufacturers was held recently in the rooms of the Cincinnati Credit Men's Association, Union Trust Building, Cincinnati, O., for the purpose of effecting a credit interchange association, in connection with the regular local credit interchange bureau. A similar effort was made two years ago, but the project failed through lack of support.

It is believed that present conditions in the trade make such an organization imperative for the cigar and tobacco men, and if a sufficient amount of interest is taken a permanent association will be organized for the purpose of considering other questions of importance besides those pertaining to credits.

Samuel J. Bufkin, of Newcastle, Ind., manufacturer of the "County Councils" cigar, is preparing to build a factory on Indiana Avenue, that place. The building will be of brick construction and will be twenty feet wide by sixty feet long.

Garrett Smith Still Making Same Old Claim

Fine cigars call for handsome packages, the same as a beautiful sketch or painting is seen at its best advantage in a well chosen and appropriate frame. At least this is what Garrett H. Smith, United States and Canadian representative of the Compania Litografica de la Habana, keeps on claiming.

"Good cigars in attractive packings are sure to get more attention from the smoker than the same cigars in poor and cheap packings," says Mr. Smith.

Referring to cheap bands and labels for fine goods Mr. Smith says that in many cases the bronze sifts off the labels and gets on the cigars spoiling not only the appearance of the cigars but sales as well. Handsomely and correctly made it does not matter whether the work is imported or domestic.

Speaking of his gumless cigar band Mr. Smith says that it entirely eliminates the disagreeable question of sticky gum on the bands which often adheres to the cigars and spoils the wrappers. And he adds that a few pennies saved in an invoice is more often thrown away in the factory.

Mr. Smith is a firm believer in quality and efficiency and from the size of the orders that he has gathered in recently they are mighty good things to believe in.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD", PUBLISHED SEMI-MONTHLY AT PHILADELPHIA. Required by the Postal Laws and Regulations.

By the Act of August 24, 1912.

Name of Editor—J. Lawton Kendrick, 236 Chestnut St., Phila., Pa.
Managing Editor—J. Lawton Kendrick, 236 Chestnut St., Phila., Pa.
Business Manager—H. B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owners—J. Lawton Kendrick, K. G. Kendrick, 236 Chestnut St., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) J. LAWTON KENDRICK.

Sworn to and subscribed before me this 4th day of April, 1917.

JOHN M. HOLTON,
(Seal) Notary Public.
(My commission expires March 1, 1919.)

GUMLESS BANDS

SANITARY AND EFFICIENT

FINEST IMPORTED
Cigar Bands and Labels

GARRETT H. SMITH
United States and Canadian Representative
Compañía Litográfica de la Habana, Habana, Cuba
106 EAST 19th STREET, NEW YORK CITY
Telephone, Gramercy 4880

Cork Tips **Cork Bobbins**
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

ADEN CIGARETTE INDUSTRY

Past Year Prosperous—Machine Now Turning Out 100,000 a Day—May Open Market for American Machines.

THE past year was a prosperous one for the Aden cigarette industry. Normally East Africa and India are the largest consumers of Aden cigarettes. The East African trade fell off considerably for a while after the war began, but the demand seems to have more than recovered during 1916. Business with India suffered some from the imposition, in March, 1916, of a tax of 50 per cent. on all cigarettes imported there.

The Aden cigarette industry in general, however, has prospered, and a recent direct result of prosperity and increased demand is a step which may be very important both to the industry here and to manufacturers of cigarette machinery. This step is the purchase by one of the leading Aden cigarette manufacturers of a Premier cigarette machine made in Glasgow. It was bought second-hand in Egypt and is rated as having a capacity of 100,000 cigarettes a day.

While the machine referred to is only a second-hand one, its coming marks an important change of attitude on the part of Aden cigarette manufacturers. They have long had their product made by hand. Considering a handmade product an advertising feature, and influenced by the availability of skilled cigarette makers, they have not heretofore met with any noticeable enthusiasm the efforts of this consulate to interest them in cigarette machinery.

If the machine just installed proves successful and the present prosperous condition of the trade continues—both of which seem probable—it is believed that an excellent opportunity will exist for the sale of cigarette machinery in Aden. (The names of nine cigarette manufacturers in Aden may be obtained from the Bureau of Foreign and Domestic Commerce or its district and co-operative offices upon referring to file No. 86,743.) Arabian Jews are the principal cigarette makers. A good workman averages 1200 of the better or export grade of cigarettes per day. He is paid an average rate of $0.65 per thousand for his work.

Accurate figures as to the average normal output of Aden cigarette factories are not available. It is estimated that the nine principal factories making the better-grade cigarettes produce a total of about 2,700,000 cigarettes per month, valued at $0.65 to $1.30 per hundred. There are in addition some dozens of small, two and three men establishments which use scraps and refuse from the larger factories in making a cheap grade of cigarettes for native consumption. Their total annual output is estimated at 10,000,000 cigarettes, which retail at the rate of 8 to 12 for an American cent.

In the purchase of machinery intended for use here an important consideration is the quantity of gritty dust or sand which the strong winds prevailing at certain seasons of the year carry on and into everything. All machinery for this market should be as nearly dust or sand proof as possible. Further, the climate of Aden quickly affects all metal parts susceptible to rust, unless protected with particular care. There being no general-service electric plant in Aden, electrically operated machinery could not be profitably used.

Aden is a free port. The commercial language is English. Quotations in English or Indian currency are better understood than dollar quotations and should be made c. i. f. Aden, or f. o. b. port of shipment with an estimate of freight and other charges to destination.—"Commerce Reports."

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of HAVANA TOBACCO
168 Water Street . . . . . New York

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

CARDENAS y CIA Cable Address, "Nasdecar"
Almacen de Tabaco en Rama
SPECIALTY—VUELTA ABAJO AND ARTEMISA
124 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
=Leaf Tobacco Merchant=
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

Established 1890 Correspondence Solicited

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HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

JOSE F. ROCHA Cable: "DONALLES"

Havana Leaf Tobacco

Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba

SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)

Growers, Packers and Dealers in **Leaf Tobacco**

Figuras 39-41, Cable "CUETARA" Havana, Cuba

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PACKERS OF SEED LEAF TOBACCO
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K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
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HIPPLE BROS. & CO.
Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

A Business Code

AMERICANS are rather disposed to smile at the British way of "muddling through," forgetting when they smile that we do precisely the same way.

The student of economics, or even the thoughtful observer, can but be amazed at the progress we have made in the face of the handicaps placed upon business by the failure of the Government to provide stable laws for the carrying on of business. No higher compliment can be paid to American business than to say that they have "muddled through" despite the chaotic condition of American business law.

But we cannot always win through despite legal obstacles. We have skimmed the cream from a vast body of natural resources, hereafter we must do as older nations have had to do, which means a greater expense in the working up of our raw material even though we constantly improve our machinery. From now forward we must have actual co-operation from the Government rather than repressive laws by the ream, and which are too often capable of conflicting interpretations.

No sane man will object to proper supervision or regulation in the public interest, but when this supervision or regulation reaches the point where it becomes practical suppression then the general welfare is not being subserved, and the men who are building up the country must take an active part in bringing about better conditions.

This brings us up to the practical question. What is needed? The answer is a code of business law which must be clear, definite, simple, and understandable. A code which the average business man can understand without an interpreter. A code which will be so just and reasonable as to appeal to every honest man. A code which once agreed upon shall supersede all the multitudinous and verbose statutes now upon the books.

Is this impossible? By no means, provided, all the parties in interest will approach the question in a spirit of fair play and will lay aside the suspicion which for a number of years has been a sadly predominant feature of our business life.

Working with the Federal Trade Commission, a few national organizations could in a year or two formulate a just code of business law covering every phase of our business life. Starting out with simplicity and justice as their predominant thought they ought to have no serious difficulty in building up a workable code, the urgent need of which any intelligent business man who has lived through the past twenty-five chaotic years, will recognize.

On the other hand, few men, however intelligent, have a full realization of the enormous waste and loss of these twenty-five years occasioned by haphazard legislation born of partisan needs and prejudices, or the passion of the moment.

The tariff has been made a football of politics, causing many industries to alternate between mountain peaks of prosperity and deep vales of despair. Railway regulation has become a nightmare. Ordinary commercial law presents a bewildering tangle which often proves the despair of shrewd lawyers. Labor legislation has been an endless chain of more or less good intentions which, put into execution by men who considered only the political effect, has resulted in conditions where a legitimate manufacturer must keep skilled lawyers at his elbow if he would keep out of jail. Of all our larger interests only the banking business has escaped without damage.

Speaking in the large, we are an intelligent people, but the conditions we have allowed to come into being reflect in a most uncomplimentary way upon that intelligence. The reason is not far to seek. Our pioneer ancestors, scant in number, but strong in courage, undertook the task of subduing a vast and virgin wilderness. The conditions under which they had to operate made of them strong individualists. Their descendants inherited their individualism. This would have worked out without injury had invention stood still. But invention did not stand still. Resulting from the inventions of the last century there came about such a marvelous development as the world has not before seen, and a volume of internal trade never enjoyed by any nation in all history. The business mind grasped to a large extent the meaning of this while the legislative mind failed to realize that a new world had come into being.

The new forces created the corporation, which is merely a synonym for limited co-operation. As a wider co-operation became necessary the corporations began to grow together, not merely to gratify the desire for bigness, but because greater strength had become a condition precedent to success and solvency.

In the earlier stages the legislative mind had accepted the new order and in many cases had been unduly liberal in privileges granted, but as business driven by the spur of necessity began to organize into larger units the legislative mind collapsed into a state of funk in which it has largely remained to the present day.

Again new conditions have arisen, and we have now arrived at the point where it has become vitally necessary that business and government co-operate.

Some men have for twenty-five or thirty years foreseen this, and now all men of ordinary intelligence see it. The imperative duty of the hour, therefore, is to bring to bear upon the sluggish legislative mind such pressure as will result in a consistent code of business legislation which will supersede all the half-baked laws of the last thirty years.

The emergency is here, if we fail to act promptly and intelligently we will beyond peradventure sink into a business quicksand from which no courage, no skill, no industry will rescue the nation.—"American Industries."

Latakia From Cyprus

Cyprus is stated to have exported during the last two months about 3000 bales of tobacco of a quality approaching that of Latakia. Tobacco has not previously been cultivated in the island since 1899, but since the outbreak of hostilities with Turkey, thanks to the initiative of some wealthy Syrian merchants who have been obliged to take refuge in the island, tobacco has been planted on a large scale.

The yield has been most satisfactory and the leaf is being cured in the Latakia way under the supervision of Latakia experts. The quality is believed to be equal to that of Latakia, although there are some doubts. The Cypriots themselves are now making arrangements to plant a large area of irrigated land, and it is estimated that next year more than a million kilogrammes of tobacco will be produced. With Government aid tobacco ought to become soon one of the principal Cyprian articles of exports.

"El Ten" New Brand in Nashville

"El Ten" is the name of a new brand of cigars that Englehardt Brothers, Nashville, Tenn., are now introducing to the trade. The manufacturers claim that "'El Ten' smokes like ten, tastes like ten, and looks like ten," and after smoking one most men are ready to agree that it is a dandy good smoke. "El Ten" is a clear Havana cigar and retails at five cents straight, and the smoker certainly gets his money's worth.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

Joseph Mendelsohn Louis A. Borneman
MENDELSOHN, BORNEMAN & CO.
HAVANA TOBACCO IMPORTERS
HABANA, AMISTAD 95 186 WATER STREET, NEW YORK

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

Havana Warehouse Monte 167 Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

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Office: Cor. Duke and Chestnut Streets
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Packing Houses: Strasburg and Lancaster

MAXIMILIAN STERN
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Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

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28TH STREET & 9TH AVENUE, NEW YORK

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CIGAR LABELS & BANDS

BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR BOX LABELS
BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

Established 1834

WM. F. COMLY & SON Auctioneers and Commission Merchants

27 South Second Street, Philadelphia

REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL

22nd St. and Second Ave.,
NEW YORK

MANUFACTURER OF ALL KINDS OF

CIGAR BOX LABELS
TRIMMINGS

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES,
ETC.

WM. STEINER, SONS & CO.

257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.

LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY

SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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HEYWOOD, STRASSER & VOIGT LITHO. CO.

23rd STREET & 9th AVENUE, NEW YORK

MANUFACTURERS OF

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179 West Washington St., Chicago, Ill.

CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

PHILADELPHIA OFFICE
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129 Fifth Avenue, New York City

THE MOEHLE LITHOGRAPHIC CO.

CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.

CIGAR LABELS & BANDS

BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

Established 1834

WM. F. COMLY & SON Auctioneers and Commission Merchants

27 South Second Street, Philadelphia

REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL

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CIGAR LABELS OF HIGHEST QUALITY
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WM. STEINER, SONS & CO.

257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.

LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY

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INTENTIONAL SECOND EXPOSURE

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

1117 Broadway
New York

J. Peterson
PRESIDENT

PHILIPPINE TOBACCO CO., Inc.

Manufacturers of High Grade Manila Cigars
AND
Exporters of Leaf Tobacco

EXCLUSIVE BRANDS FOR DEALERS
ORDERING LARGE QUANTITIES

CORRESPONDENCE SOLICITED

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The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
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ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

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GEORGE W. HELME CO., 111 Fifth Ave., New York

Mr. Dealer-This Sign on Your Window —

[Sign—red and b——]

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at **5¢** and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.
The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

THAT'S WHY—

The sale of **Bold Cigars** continues to increase—**the quality remains ever the same.**

Bold is known and deserves to be known as the nickel cigar

"Above All"

The ever increasing prices of tobacco, in fact everything necessary for the manufacture of Bold, has not deterred its quality. In fact, we shall always maintain

BOLD
"Above All"

BOBROW BROS., Philadelphia

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THE TOBACCO WORLD

MAY 15th
1917

Leading Features

Ways and Means Committee Disregards T. M. A. Suggestions for Tobacco Taxes

Tobacco Merchants Association Calls on Trade to Protest Revenue Schedule

Proposed Swiss Government Tobacco Monopoly

The Magic Fingers of War

The Source of Profits

Employment Conservation

Economize But Do Not Hoard

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVII No. 10

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

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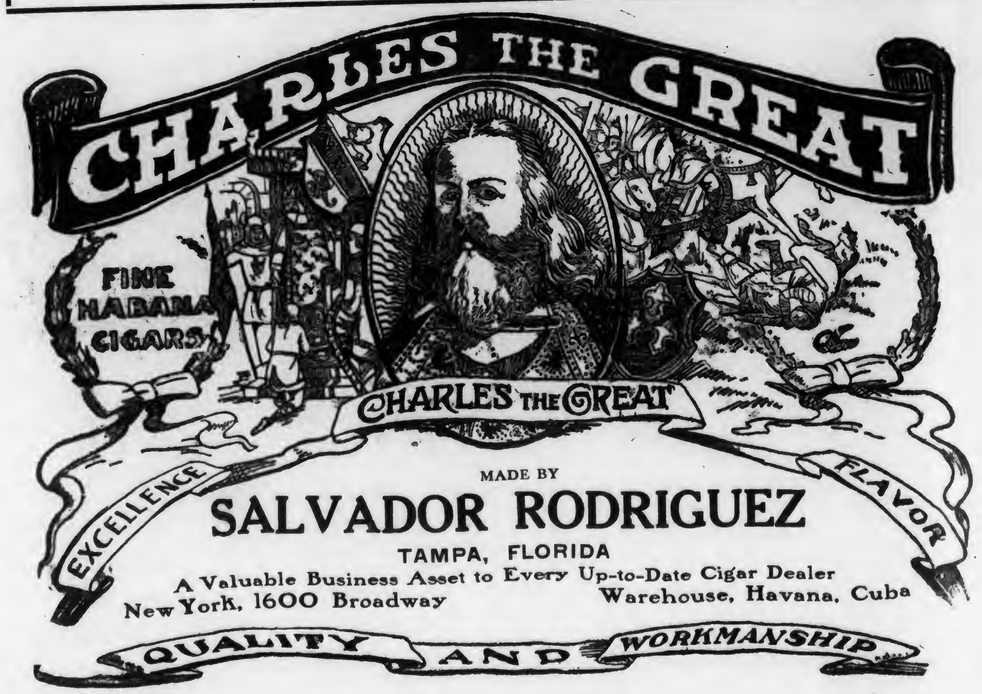

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TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

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reduce selling cost—because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

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CONCHAS
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OTTO EISENLOHR & BROS.,
INCORPORATED
PHILADELPHIA.

La Flor de Portuondo

"EL GRANDE"

The Juan F. Portuondo

CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

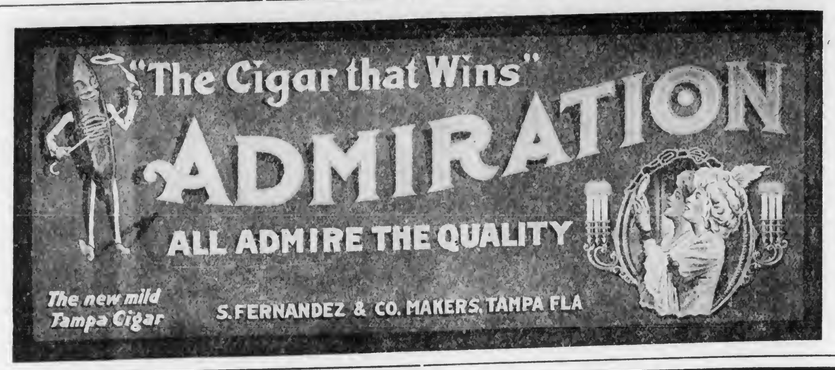
Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.



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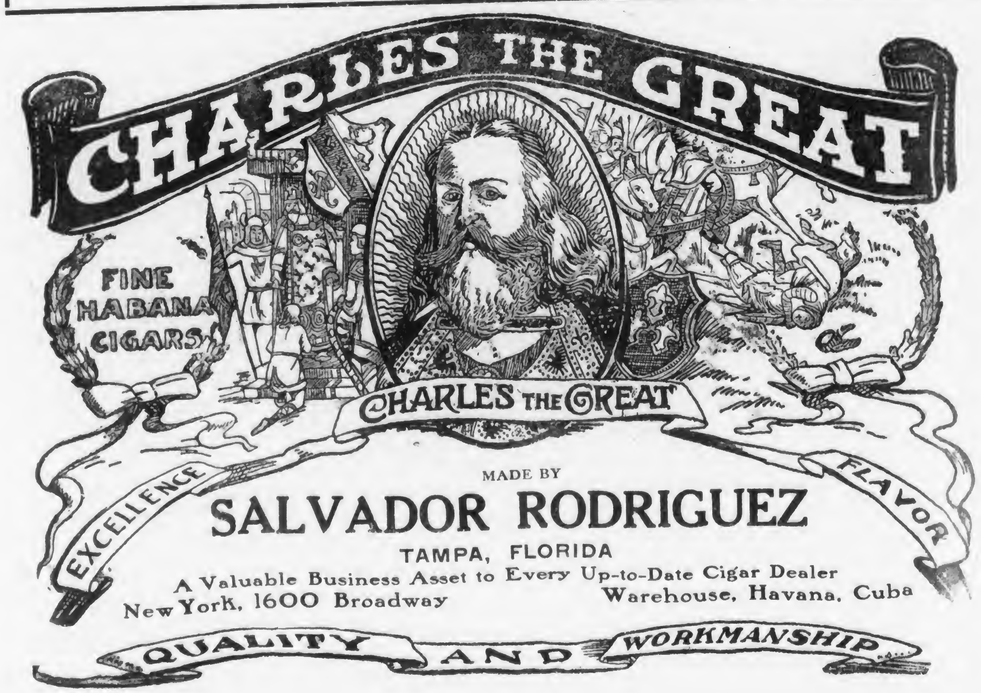

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Office and Salesroom, - 801-803 THIRD AVE. NEW YORK CITY

For Gentlemen of Good Taste

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INTENTIONAL SECOND EXPOSURE

LIPSCHUTZ'S

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CIGARS

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Quality Paramount

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H. UPMANN CIGARS

H. UPMANN HABANA

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Sole Agent for United States and Canada

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Board of Trade Bldg., Montreal, Canada

Partners: Father Time Ages VELVET. Mother Nature Mellows It.

An Unbeatable Team: Time and Nature.

When tobacco manufacturers try to substitute hurry-up curing methods for slow, natural ageing of tobacco, you smokers pay the price.

There is no better method of bringing out the mellowness and mildness of "Kentucky's best" than two years' natural ageing in wooden hogsheads.

Think about that over a pipe of VELVET.

Liggett & Myers Tobacco Co.

Thar ain't a whole lot of difference between a ripe persimmon an' a nearly ripe one—on the outside. Some of these nearly matured tobaccos sorter favor VELVET in looks.

Velvet Joe.

One of the advertisements in the "Bigger than Ever" Velvet Smoking Tobacco Advertising Campaign.

Watch the magazines and newspapers.

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

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General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba

AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! **SAMPLES** Free!

Ask and You Will Receive

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Mouthpiece, Cork or Plain Tip

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Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

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Argüelles, Lopez & Bro.

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DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

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The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR

Outpost of Ninth Massachusetts Infantry watching for Mexican "snipers."

Photographed at Camp Cotton, El Paso, Texas. Look for the famous muslin sack.

On the Firing Line

"BULL" DURHAM

The "Makings" of a Nation

For years "Bull" Durham has been the regular smoke of the U. S. Army and Navy—officers and men alike—and millions of other "regular" Americans. Men who *"roll their own," "hold their own."* Rolling your own cigarette is a National habit. It appeals to the American idea of independence.

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarettes in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with good old "Bull" Durham.

"The Makings of a Nation"

"Like Sugar in Your Coffee"

Mr. Dealer: Please consider the significance at this time of this first slogan.

Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

Of Interest to Pipe Dealers

At 50 cents and up, a WDC pipe made of genuine imported French briar affords a better profit to wholesaler and retailer—

And gives the smoker a pipe well worth every cent he pays for it!

In spite of the difficulties in procuring genuine French briar, WDC pipes are being supplied in their usual high quality and finish and are being nationally advertised to pipe smokers, at retail prices of 50 cents and up. The WDC triangle trademark is proof of highest quality and satisfaction. Stock the advertised lines listed below and cash in:

WELLINGTON to retail at 50 cents and up
BRIGHTON to retail at 50 cents and up
WINDSOR to retail at 75 cents and up
STRATFORD to retail at $1.00 and up
WDC Hand Made to retail at $1.50 and up

WM. DEMUTH & CO.
New York

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each. Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

HELPING THE DEALER TO SELL WHAT HE HAS BOUGHT

IT is always easy to buy goods. To sell them and to keep your stocks constantly moving is sometimes more difficult.

We do not feel that our obligation to the dealer is fulfilled with the sale of these brands to him.

Not until we have made them leaders with his customers through advertising, will we consider that we have met our obligation. The brands listed on this page will be continuously advertised.

Put this advertising to work for your store by displaying these brands in the showcase.

Advertised Brands is only another way of saying—

Helping the dealer to sell what he has bought.

General Cigar Co., Inc.
NEW YORK CITY

American Sumatra Tobacco Co.

LARGEST PRODUCERS OF SHADE TOBACCO IN THE WORLD

Our 1916 Crop of

SHADE WRAPPERS

grown upon our Connecticut, Florida and Georgia Plantations, mark a new era in the history of the industry.

AMERICAN SUMATRA TOBACCO CO.
142 WATER STREET, NEW YORK

SOL HABANA

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

FRAT is burning up the sales track because it represents the utmost for the money.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Bros. Tobacco Corp.
Original Pattersons of Richmond, Va.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL

S. Loewenthal & Sons

Importers of Havana and Packers of Leaf Tobacco

123 MAIDEN LANE, NEW YORK

"LA MEGA" MADE IN BOND

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Cherif Pacha } CAIRO, Head Office and Factory / Hamburg, 18-20 Grouse Backerstrasse

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214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, MAY 15, 1917. No. 10.

T. M. A. SUGGESTIONS FOR TOBACCO TAXES NOT ACCEPTED BY COMMITTEE

Cigars Taxed From $1 to $10 a Thousand—Cigarettes to Pay $1.25 a Thousand—Tax on Tobacco and Snuff Doubled—Bill to Go to House for Vote This Week

THE draft of the war revenue bill as first offered by the Ways and Means Committee places a graduated tax on cigars, according to the retail price, ranging from $1 a thousand up to $10 a thousand. Cigarettes are put down for a tax of $1.25 a thousand, while the tobacco and snuff taxes are doubled.

Manufactured tobacco and snuff in excess of 1000 pounds and cigars and cigarettes in excess of 20,000, manufactured and removed from the factory or Custom House prior to the passage of the act, and held for sale are to bear an additional tax equal to one-half the tax imposed by Section 400 or Section 401 upon such articles.

The bill will probably come up for a final vote in the House by the end of the week. General debate in the House will close at 4 o'clock on Tuesday.

The provisions of the bill are as follows:

War tax on cigars, tobacco and manufacturers thereof:

That upon cigars and cigarettes, which shall be manufactured and sold, or removed for consumption or sold, there shall be levied and collected, in addition to the taxes now imposed by existing law, the following taxes, to be paid by the manufacturer or importer thereof:

Proposed Tax on Cigars

On cigars of all descriptions made of tobacco, or any substitute therefrom, and weighing not more than three pounds per 1000 twenty-five cents per 1000.

On cigars of all description, made of tobacco or any substitute therefor, and weighing more than three pounds per 1000, if manufactured or imported to retail at not more pounds per 1000, twenty-five cents per 1000.

If manufactured or imported to retail at more than four cents and not more than six cents each, $1 per 1000.

If manufactured or imported to retail at more than six cents and not more than ten cents each, $3 per 1000.

If manufactured or imported to retail at more than ten cents each and not more than fifteen cents each, $4 per 1000.

If manufacured or imported to retail at more than fifteen cents and not more than twenty cents each, $5 per 1000.

If manufactured or imported to retail at more than twenty cents and not more than twenty-five cents each, $7 per 1000.

If manufactured or imported to retail at more than twenty-five cents each, $10 per 1000.

Provided, that the word "retail" used in this section shall mean the ordinary retail price of a single cigar and that the Commissioner of Internal Revenue may, by regulation, require the manufacturer to affix to each box or container a conspicuous label indicating the minimum price of each cigar, which must correspond with the tax paid stamp on said box or container.

Proposed Tax on Cigarettes

On cigarettes made of tobacco or any substitute therefrom made in or imported into the United States and weighing not more than three pounds per 1000, $1.25 per 1000.

The Commissioner of Internal Revenue, with the ap-

(Continued on Page 16)

TOBACCO MERCHANTS' ASSOCIATION PROTESTS CERTAIN REVENUE TAXES

Proposed War Revenue Tax Would Add Unbearable Burden to Industry—Object to Tobacco and Cigarette Increases—Tobacco Industry Does Not Shirk Duty

FOLLOWING the publication of the proposed war revenue bill, the Tobacco Merchants' Association has sent out thousands of letters to similar organizations, urging them to do their utmost in protesting against the taxes for the tobacco industry as submitted in the bill under discussion and endorsing the schedule proposed by the Tobacco Merchants' Association. The letter is as follows:

To the Tobacco Trade:

The war revenue bill recommended by the Ways and Means Committee adds, as estimated by that committee, about 45 per cent. to the taxes on cigars and increases the tax on tobacco from 8 cents to 16 cents per pound and on cigarettes from $1.25 to $2.50 per thousand.

It is needless to say that such tax would be an unbearable burden upon our industry. It would mean a sharp reduction in the consumption of tobacco products; a serious curtailment of the demand for tobacco leaf, with the consequent depreciation i nthe value of tobacco crops, and a complete demoralization of the entire industry from the grower to the man behind the counter, with the probable extermination of a great many of the small concerns, who are financially unable to cope with such situation.

The tobacco industry, although already taxed to the extent of $100,000,000 per annum, which is about twice the amount of the aggregate profits of the entire industry, does not seek to shirk the burdens that all patriotic citizens should assume in the present crisis of our country. We, nevertheless, feel that our industry should be treated with fairness and moderation, and we must therefore protest against the imposition of exorbitant and unbearable taxes which would undoubtedly spell disaster to the entire industry.

The Tobacco Merchants' Association has, with the approval of the leading tobacco men in this country, submitted a schedule of new tax rates, whereby the Government would gain an increase of about 42½ per cent. over the present revenue. We proposed that the tax on cigarettes be raised from $1.25 to $1.75 per thousand and on tobacco from 8 cents to 11.2 cents per pound, and a graduated scale of tax on cigars at the rate of 25 cents per thousand on little cigars, commonly known as all-tobacco cigarettes; 50 cents per thousand on the class of goods known as stogies, cheroots and other cheap cigars retailing at 4 cents or less; $1 per thousand on cigars retailing from 4 cents to 6 cents; $2 per thousand on cigars retailing at over 6 cents and not above 12½ cents, and a corresponding progressive graduation on higher-priced goods.

By adopting our schedule the Government would gain about 42½ per cent. increase in revenue, which is all that the industry can possibly stand without suffering serious injury. On the other hand, the increase proposed by the Ways and Means Committee would not only cripple the industry and bring about ruin and disaster to many that are engaged in it, but would cut down the consumption of tobacco products to such an extent that the revenue derived

(*Continued on Page 18*)

IRREGULAR PAGINATION

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ESTABLISHED 1881

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HAVANA, CUBA, OFFICE—PERSEVERANCIA 8, CARLOS M. WINTZER
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Vol. XXXVII MAY 15, 1917 No. 10

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WOOD F. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

The manufacturers of nickel cigars seem to think that they have been fairly treated in the matter of the revenue tax, but there is some feeling that the tax on the higher-priced cigars, such as those retailing at twenty cents and twenty-five cents, is not enough. The point is taken that the consumer must pay in any case, and that if a man can afford to pay twenty or twenty-five cents for a cigar it will not hamper him to pay several cents more. As a result of present conditions, we understand that several local factories will shortly place on the market brands of cigars to retail at seven cents each or four for a quarter.

The Graduated Cigar Tax

Economize, But Do Not Hoard

THE following paragraphs are taken from the bulletin of the National City Bank of New York, and are of equal interest to the members of the entire tobacco industry:

"There is an evident fear among business men that the impulse to economy may suddenly contract the volume of business to such an extent as to disorganize industry, throw wage-earners into idleness, and create a general state of alarm and confusion which would seriously impair the ability of the country to deal with the great emergency which confronts it. They urge that it is better for each person to go ahead in his accustomed way and with his usual expenditures than to run the risk of disturbing the orderly movement of trade by encouraging a general change of pace.

"Upon analysis it is usually agreed that there will have to be a considerable shift in industry and a reduction of expenditures in some lines, but it is urged that this will come about gradually and automatically as government orders are given preference over private orders, by the pressure of high prices, by the influence of taxation and by the patriotic desire to participate in the loans; and it is urged that it is desirable to have the curtailment of private expenditures brought about in this manner, as public expenditures take its place, rather than by impulsive action which is not correlated with the government's expenditures.

"It should be understood that what is wanted in the way of economy is not hoarding, which would bring about a cessation of industry, but an intelligent adaptation of private policies to the public needs. There is not going to be less work to be done in this country. There is more work than ever in sight to be done. Individuals must turn a large part of their incomes over to the government, not for hoarding, but for it to expend among the industries. The expenditures will merely be shifted to new channels. This is the main fact to be kept in mind.

"We do not think the pressure of high prices and high taxation should be the only influences to deter an individual from unnecessary expenditures. One of the most difficult tasks they have had in England has been that of convincing people that because they could afford to buy something was no justification for buying it, especially in war time. If the expenditure is unnecessary and the article or service requires labor which is needed elsewhere, the expenditure ought not to be made. The rule of course must be applied with common sense, and along with it should go an organized effort to utilize whatever labor is released in industries where it is needed. Our problem is to so organize our forces that not only will there be no unemployment, but that every worker will be employed in the manner most serviceable to the country."

British Tobacconists Ask Consumers to Economize

The importation of tobacco into the United Kingdom is about to be further reduced despite the fact that since May, 1916, importations have been restricted to one-third of the usual amount. The new budget also places a higher duty on tobacco. It is said that stocks are depleted. Retail tobacconists are asking their customers to exercise economy in their purchases and to buy only for their immediate requirements.

A. G. Bucher Joins Portuondo Company

A. G. Bucher, who formerly covered Western territory for Bayuk Brothers, has recently joined the sales force of the Juan F. Portuondo Cigar Manufacturing Company at 1110 Sansom Street. Mr. Bucher will leave town this week for the West, where he will cover the territory of the late T. W. Hall. Mr. Bucher is well known to the trade in the West.

Proposed Cigar Taxes Attacked by N. C. L. T. A.

THE National Cigar Leaf Tobacco Association, through Charles Fox, chairman of the Legislative Committee, has filed a brief with the Ways and Means Committee attacking the proposed taxes on cigars. The brief is as follows:

The National Cigar Leaf Tobacco Association desires to enter an earnest protest against the graduated internal revenue tax on cigars proposed in the House bill. This Association represents directly and indirectly a large proportion of the cigar manufacturing industry, which will certainly suffer serious injury if Congress decides to adopt the principle upon which this feature of the House bill is framed.

The proposition to impose a graduated internal revenue tax on cigars is not a new one. In point of fact, it is a relic of the War of the Rebellion, and the experience of the Government and of the trade at that time completely discredited this method of collecting internal revenue taxes on cigars.

The ad valorem or graduated system was first adopted in the Act of July 1, 1862, but the revenues thus derived were not satisfactory, and in 1864 an effort was made to augment them by heavy increases in rates. This schedule of taxes also proved unsatisfactory, and by Act of Congress approved July 13, 1866, the rates were reduced, and on March 2, 1867, the whole graduated scheme of taxation was abandoned, and Congress authorized a flat tax on "cigars, cigarettes and cheroots of all descriptions made of tobacco or any substitute therefor." Thus for more than fifty years the system of imposing flat rates on cigars has remained in force, and Congress has stoutly resisted all efforts made from time to time by special interests to secure the reimposition of graduated rates in order that certain branches of the trade might benefit thereby.

So far as taxes paid into the Treasury are concerned, there is now in effect a graduated system that results in the levying of an impost upon cigars retailing at more than five cents that is proportionately heavier than the internal revenue tax on goods retailing at five cents or less. If it is an imported cigar of Cuban manufacture, for example, it pays a customs duty of about $60 per thousand in addition to the internal revenue tax of $3 per thousand. If it is a clear Havana cigar made in this country, the duty on the imported leaf, wrapper and filler of which it is composed will amount to at least three times the internal revenue tax, which it also pays. Other cigars, in which imported materials are used, are also burdened with customs duties in proportion to their content of imported leaf. It is therefore apparent that the present customs duties operate automatically as a graduated tax on nearly all cigars selling at more than five cents and which constitute only about ten per cent. of the entire production of the industry.

It should not be assumed that all the cigars retailing at more than five cents are made by large concerns, for such is not the case; in fact, a large proportion of the very small cigar factories, in many of which the owners themselves take part in the actual work of cigarmaking, produce both five- and ten-cent cigars. A graduated tax of the proportions suggested by the House bill would bear most heavily upon the small producer owning a few brands, whose cost of production even under normal conditions is greater than that of his powerful rivals, who, because of their larger capital and greater consumption of raw material, can make a profit at a price at which he could not afford to sell competing goods.

But the most serious objection to the graduated tax is the temptation it would hold out to unscrupulous manufacturers to place on their goods stamps indicating a value materially in excess of the actual value. Present trade conditions emphasize this point, for the position of the cigar manufacturer today is exceedingly precarious. The average well-located manufacturer, utilizing all approved labor-saving equipment, is barely making $1 per thousand on his output, and this profit is based on a cost of filler tobacco of about seventeen cents per pound. This tobacco was purchased several months ago and is now selling for from thirty-five to forty-five cents. Under such conditions Congress should certainly refrain from any action that will open up to the manufacturer an opportunity for securing an illegitimate profit by stamping his goods to indicate a value which their real quality does not justify. Such action would make the Government a party to such frauds as were perpetrated during the War of the Rebellion, which induced the Internal Revenue Bureau to co-operate with the trade in bringing about the flat-rate system of taxation which has since been in force.

The National Cigar Leaf Tobacco Association believes that the entire cigar trade is patriotically willing to bear its full share of taxation and will cheerfully accept an increase in the internal revenue impost, notwithstanding the fact that it must also be burdened by larger income and excess profits taxes. It therefore earnestly urges the adoption of a flat rate of increase of $1 per thousand, which, at the present rate of production, would net approximately $8,000,000 per annum. This amount we believe to be the maximum that can be secured, as we are confident that a higher rate or any form of graduated tax would limit consumption and result in the demoralization of the trade. We believe the increase of $1 per thousand can be absorbed by manufacturer, jobber and retailer, and therefore will not result in an increase in the cost of the goods to the consumer. It is obviously to the interest of both the Government and the trade that there should be no reduction in consumption, especially in view of the large quantities of imported leaf now used in cigars selling at five cents or more. Any substantial curtailment of production would mean not only reduced internal revenue taxes, but very substantial decreases in customs duties paid on foreign tobacco.

R. J. Reynolds Warns Against Overproduction This Year

A warning that if the foreign market is cut off overproduction of tobacco is likely is contained in a letter recently sent to A. B. Thornhill, of the Farmers' Union, Winston-Salem, N. C., by R. J. Reynolds, of the Reynolds Tobacco Company, Winston-Salem, N. C. The letter is in reply to a communication received by Mr. Reynolds from Mr. Thornhill, and is as follows:

"Dear Sir: I am in receipt of your letter of the 27th instant regarding the present tobacco situation. For my company, will say that our purchases of leaf are limited by the amount of money we may have or can borrow and the sale of our product. Should there be no tobacco shipments to foreign countries, the price of this year's crop will no doubt be materially affected. In our opinion, the domestic manufacturers and dealers could not maintain profitable prices, as there is not enough surplus capital in their combined businesses to do so. If the tobacco growers find that there can be no foreign shipments I should very strongly advise that they curtail their tobacco and plant foodstuffs, for which, as you say, there should be a good demand.

"Trusting the above is in line with what you desire, I am,

"Yours very truly,
"R. J. Reynolds."

J. G. Koch, Havelock, Neb., has recently opened a new cigar store in the Schmidt Brothers building. Mr. Koch calls the store the "Smoke House."

Knickerbocker's Broadway Jottings

Matthew W. Berriman has left the city for a visit to Tampa.

F. E. Fonseca has returned to New York following a trip to the Havana leaf market.

Al Korn, representative of S. H. Furgatch & Company, has left for a tour of the West.

Michael Ibold, the well-known Cincinnati cigar manufacturer, has been a recent Broadway visitor.

Victor Thorsch, of T. J. Dunn & Company, is at New York headquarters following a trip to Chicago.

The Tobacco Salesmen's Association held a regular meeting on May 3d in the Harlem Masonic Temple.

Sidney J. Freeman, of Sidney J. Freeman & Sons, has left town for a trip through Pennsylvania and Ohio.

A. L. Ulnick, of M. J. Lopez & Company, has opened some new accounts for the firm in the Middle West.

John King, of Cuesta, Rey & Company, has been calling on a number of his customers along Broadway.

William Swanson, representing G. W. Faber, Incorporated, left recently for a trip through Pennsylvania.

Henry M. Duys, of H. Duys & Company, has returned to New York following a sojourn at French Lick Springs.

Harry Rosen, who formerly sold "Condax" cigarettes, is now with Themelis Brothers boosting the famous "Rose Tips."

Following a trip through the South, Percival Hill, president of the American Tobacco Company, is again at headquarters.

Barnett S. Wolff, of S. Monday & Sons, was recently elected president of the Cigar Manufacturers' Board of Trade.

The "Persona Grata" cigar, made by Tunis Brothers, is being featured by window displays in a number of prominent stores.

John W. Merriam is still in the West. Evidence of his activities is being received at the factory in the shape of large orders.

Jose Diaz, vice-president of the Preferred Havana Tobacco Company, is expected to return to New York some time this month.

"La Mega," the clear Havana cigar made by V. Guerra, Diaz & Company, is growing in distribution and sales throughout the city.

August Kuttnauer, United States representative of the "Punch" factory, has returned to New York following a trip to the Pacific Coast.

The "Hernan Cortez" brand is receiving additional impetus in New York due to the effects of Factory Representative "Cortez" Saunders.

H. L. Alces, representative of Charles Morris & Company, is expected to leave town shortly for a trip to some of his Western customers.

L. B. McKitterick, vice-president of the Tobacco Products Corporation, is expected back this week from a trip through the Middle West.

Claude Turner, "Charles the Great" representative, is expected at New York headquarters shortly, following his return from a Western trip.

Morris Kraus, of the Kraus Cigar Company, reports that the demand for "Glorifier" little cigars continues to grow from month to month.

Henry Reisenberg, of E. Popper & Co., is expected to locate permanently in St. Louis and cover certain Middle Western territory from that point.

The cigar business of the Tyson stands in the Hotels Imperial, Savoy, Murray Hill and Breslin has been taken over by Acker, Merrall & Condit.

Harry A. Beltz, who has maintained a retail cigar store at 942 Broadway for a number of years, has decided to discontinue business at that location.

Harry Rothenberg, the tobacco broker, successor to the firm of M. Ertheiler & Son, has removed his headquarters to the building at 162 Front Street.

Jerome Regensburg, of E. Regensburg & Sons, is in New York for a brief visit. Mr. Regensburg spends most of his time at the factory in Tampa.

"Chick" Morris, representative of Y. Pendas & Alvarez, who has been calling on the trade in New York, left recently for a trip through Southern territory.

Jackson H. Kelly, who recently resigned as New York representative of Ryan & Raphael, has been succeeded by J. H. Howell, who will "do his bit" for "Lucius."

The Tobacco Products Corporation will soon occupy new quarters in the United States Rubber Building at 1790 Broadway, where it will have the entire seventh floor.

Jonas Jonas is a new member of the sales staff of the Cameron Tobacco Company. He is covering Greater New York territory boosting "Eutopia" and "Jefferson" smoking mixtures.

George S. Themelis is at present in the Middle West in the interest of the popular "Rose Tip" cigarettes. The growth of the demand for this cigarette in Canada has made it necessary for Themelis Brothers to open a factory in Montreal.

Max Schwarz has had a patriotic display at his store at 1153 Broadway, which has attracted considerable attention and business as well. Inside the store there is shown a Whitehead torpedo and a twelve-inch shell.

Aden Cigarette Industry

The Aden cigarette industry is carried on principally by Greeks and Arabian Jews. The year 1915-16 was a prosperous one on account of increased demands from India and East Africa, which are normally the best markets.

There are nine important cigarette factories in Aden, all owned and operated by Greeks, excepting one that is owned by a Jew, in addition to many small Arabian Jew establishments using scraps and refuse for the manufacture of cheap cigarettes for native consumption. It is estimated that about 10,000,000 of these cheap cigarettes are produced in Aden per year, but the total factory value of this output is not much more than $9000. These cigarettes retail at the rate of about twelve for an American cent.

The output of the nine principal factories is difficult to estimate. The leading one of these factories has a monthly output of approximately 400,000 higher grade or export class of cigarettes, valued at 65 cents to $1.30 per hundred. A conservative estimate would place the average output of the nine factories at 300,000 per month each, or a total monthly output of 2,700,000. Cigarettes of this better grade are estimated at 300 to the pound. The proprietors of various factories inform the consulate, however, that their output is governed largely by outside demand and that if necessary an output equal to twice the monthly total above mentioned could be provided for without increased equipment.

Practically all of the better grade cigarettes made in Aden are rolled by hand. Cigarette-making machines have been considered, but the average manufacturer is satisfied with the hand-made product. He has plenty of cheap and efficient labor for this work and considers the hand-made feature an advertising advantage. Arabian Jews are the principal cigarette makers. A good workman turns out about 1200 cigarettes a day, for which he is paid at the rate of sixty-five cents per thousand.

Imports of tobacco decreased in value from $736,450 in 1914-15 to $699,859 in 1915-16. There were decreased imports from India of unmanufactured tobacco, as well as from Arabian Gulf ports. Manufactured tobacco increased in cigarettes and cigars.

Unmanufactured tobacco comes mainly from India, Egypt, Arabian Gulf ports and Greece. The bulk of that re-exported goes to Mocha and other Red Sea ports of the Yemen. Large quantities are made into cigarettes, of which Aden exported 58,126 pounds, valued at $28,096, in 1915-16. The year was a prosperous one for Aden cigarette manufacturers.

Not so many cigars are used in Aden, although dealers say that the use of tobacco in this form is increasing. Heretofore this market has been almost entirely supplied by India. During the year under review, however, imports of cigars from the Philippines were first recorded. Favorable comment has been made on Philippine cigars and the indications are that the imports will increase, now that a start has been made. Aden has direct shipping connections with Manila. Imports of cigars into Aden in 1915-16 amounted to 13,288 pounds, valued at $5900, of which 504 pounds, worth $666, came from the Philippines.—"Commerce Reports."

J. F. Heath, of Council Bluffs, Ia., has recently purchased the cigar store at 224 West Broadway, that city.

P. J. Rubey, a cigar manufacturer of South Chicago, Ill., is remodeling his factory and is installing a humidor with a capacity for 400,000 cigars.

The Bardstown Loose Leaf Tobacco Company, Bardstown, Ky., has recently been incorporated with a capital stock of $10,000. The incorporators are H. D. Stiles, R. N. Cook, Clarence Hurst and J. E. Bartow.

Is Trading Stamp Victory Permanent?

A recent issue of the Springfield "Republican," one of the safest and sanest of the New England press, had this to say editorially on the trading stamp issue in Massachusetts:

"The Supreme Court of Massachusetts has just rendered an opinion that apparently leaves no hope to those who have labored to bring about legislation to drive trading stamp and premium giving concerns from retail stores in this Commonwealth. Only through an amendment to the Constitution does it now seem possible to bar out these enterprises, and no such amendment should be adopted unless it can be shown to rest upon a well-rooted principle of justice or public policy. This has thus far proved a difficult undertaking, for to every objection raised against trading stamps a logical and forcible answer has been forthcoming. Whether trading stamps be regarded as an inducement to customers to pay cash and thus eliminate bookkeeping expense and bad debts, or a form of profit sharing, or a means of advertising, or reward for continuous patronage, it is possible to set up a strong argument in defense of the institution. So, while trading stamps have often been denounced as a fraud, it has been found uniformly difficult to prove this contention.

"Six years ago the court rejected a measure looking to the general prohibition of trading stamps, and an endeavor was made last year to apply the principle along narrow lines by forcing out concerns that operate in conjunction with dealers in distributing and redeeming stamps, while making no interference with such transactions when carried on directly between dealer and customer without the aid of a third party. This bill was put through the Legislature a few days before the end of the session, having its inspiration in a decision of the United States Supreme Court that a measure thus framed would not fall under the prohibition of the Fourteenth Amendment of the Federal Constitution.

"Governor McCall vetoed the bill, pointing to a difference in this regard between Article I of the Massachusetts Bill of Rights and the Fourteenth Amendment. 'The courts were construing different instruments,' he said, 'and the Supreme Court of the United States might well have reached a different conclusion in deciding on Article I of our Bill of Rights. In fact, it would have been compelled to reach a different conclusion in the light of its own decisions, for it has been a long established rule of action for the Supreme Court at Washington to receive as true the construction put by the final courts of a State upon the interpretation of its laws and its Constitution, and in one case, at least, the United States Court reversed its ruling in construing a State Constitution in order that they might conform to the decree of the Court of Last Resort of the State.'

"However, the promoters of the bill were unwilling to let the matter drop, and the bill was again introduced this year, with the result that the Supreme Court of the Commonwealth holds with Governor McCall that the plan proposed is unconstitutional. There appears to be no resort left to the trading stamp opponents, short of amending our Bill of Rights, and such a departure must be regarded as highly improbable."

"Queen of Columbus" New Mazer Brand

The picture of Miss Laura Bishop, 468 North Twentieth Street, Columbus, Ohio, will appear on the band of the new "Queen of Columbus" cigar, manufactured by the Mazer Cigar Company.

A committee from the Columbus Chamber of Commerce selected her as "queen" from over a hundred girls. On the committee were M. C. Tyndall, J. M. Bobb, H. S. Warwick, Charles S. Anderson and John A. Kelley, industrial manager. Miss Bishop received $100 from the company as a prize.

T. M. A. SUGGESTIONS FOR TOBACCO TAXES NOT ACCEPTED BY COMMITTEE

(*Continued from Page 11*)

proval of the Secretary of the Treasury, shall provide the dies and stamps for cigars and cigarettes necessary under the taxes in effect and the sizes of packages authorized, after the provisions of the title take effect.

Every manufacturer of cigarettes (including small cigars weighing not more than three pounds per 1000) shall put up all the cigarettes and such small cigars that he manufactures or has manufactured for him, and sells or removes for consumption and use, in packages or parcels containing five, seven, eight, nine, ten, fourteen, sixteen, eighteen, nineteen, twenty, forty, fifty, eighty or one hundred cigarettes each, and shall securely affix to each of said packages or parcels a suitable stamp denoting the tax thereon, and shall properly cancel the same prior to such sale or removal for consumption or use under such regulations as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury shall prescribe, and all cigarettes imported from a foreign country shall be packed, stamped and the stamp canceled, in a like manner, in addition to the import stamp indicating inspection of the Custom House before they are withdrawn therefrom.

Tobacco and Snuff

That upon all tobacco and snuff hereafter manufactured and sold, or removed for consumption or use, there shall be levied and collected, in addition to the tax now imposed by law upon such articles, a tax equal to such tax, to be levied, collected and paid under the provisions of existing law.

In addition to the packages provided for under existing law, manufactured tobacco and snuff may be put up and prepared by the manufacturer for sale or consumption in packages of the following description:

Packages containing one-eighth, three-eighths, five-eighths, seven-eighths, one and one-eighth, one and three-eighths, one and five-eighths, one and seven-eighths and five ounces.

Tax Becomes Effective

That so much of Section 400 as imposes a tax upon cigars and the whole of Section 401 shall take effect thirty days after passage of this act. That Section 404 and so much of Section 400 as imposes a tax upon cigarettes and as relates to packages or parcels in which cigarettes may be put up shall take effect in a few days after the passage of this act, provided that after the passage of this act and before the expiration of the aforesaid ninety days cigarettes may be put up in the packages now provided for by law or in the packages provided for in Section 400.

Dealers' Stocks Taxed

There shall also be assessed and collected, upon all manufactured tobacco and snuff in excess of 1000 pounds or upon cigars and cigarettes in excess of 20,000 each, which were manufactured or imported, and removed from factory or Custom House prior to the passage of this act, being tax paid stamps affixed to such articles for the payment of the taxes thereon and which are, on the day this act is passed, held and intended for sale by any person, corporation, partnership or association, and upon all manufactured tobacco, snuff, cigars or cigarettes, removed from factory or Custom House after the passage of this act, but prior to the time when the tax imposed by Section 400 or Section 401 upon such articles takes effect, an additional tax equal to one-half the tax imposed by such sections upon such articles.

Cigarette Papers and Tubes

That there shall be levied and collected upon the making up of cigarette paper into packages, books, sets or tubes intended for use by the smoker in making cigarettes the following taxes: On each package, book or set containing more than twenty-five papers but not more than fifty papers, one-half of one cent; containing more than fifty but not more than 100 papers, one cent; containing more than 200 papers, one cent for each 100 papers or fractional part thereof, and upon tubes, two cents for each 100 tubes or fractional part thereof. Such tax shall be paid by stamps affixed by the person, corporation, partnership or association making up such package, book, set or tube.

Advertising and Salesmanship

Hugh Chalmers gave an address in Buffalo on advertising and salesmanship full of good things well said. A few of those good things are reproduced here, because they are as applicable to salesmanship in tobacco products as to that of motor cars:

"Advertising and salesmanship are identical in their object.

"What is their object? The distribution of goods at a profit.

"Every ad. is a salesman, every salesman is an ad. Advertising is salesmanship plus publicity. Salesmanship is advertising plus getting the order signed.

"Advertising and salesmanship are alike in that in both you are trying to influence the human mind—trying to teach people to believe in you and your goods. Advertising is teaching; so is salesmanship.

"The object of advertising is to teach people to believe in you and in your goods; to teach them to think that they have a need for your goods and to teach them to buy your goods.

"How can this be done? It is done by teaching. That is what advertising is—teaching. Teaching great numbers of people to believe in your goods. And that is what salesmanship is, too. But advertising conducts a public school, while salesmanship gives individual lessons.

"What is salesmanship? Salesmanship is nothing more or less than making the other fellow feel as you do about what you have to sell. A sale does not take place in a man's pocket, or in his pocket-book, or his check-book, but it first takes place in his mind. In order to make a sale you must convince a man's mind. When you go in to see him he feels that he does not want to buy your goods. You feel that he should have them and would buy them if he knew as much about the goods as you do. Now, in order to sell him you must change his mind and bring it around to agree with your mind. So that when we once put salesmanship on this broad plane of convincing the other man's mind, it doesn't make any difference whether we are trying to sell a house and lot or a paper of pins.

"I believe salesmen are made as well as born, and teaching will do a great deal to make a salesman. However, there are ten qualities which a man must possess to be a successful salesman, and so far as my experience goes, I should say that these principal qualities are health, honesty, ability, initiative, knowledge of the business, tact, sincerity, industry, open-mindedness and enthusiasm. I think these same qualities may be applied to advertising men, or, as a matter of fact, to any man; because when you get right down to the facts, we are all salesmen. Every man is trying to sell his personality to some other man. He wants people to think well of him; consequently he is a salesman, because he is trying to sell what he considers his good qualities to other people."

Concerning Courtesy

A GOOD circular on the subject of "courtesy" has been issued by the Lackawanna Railroad Company to its agents, conductors and other representatives, and one that has elicited a great deal of favorable comment because of the attitude it represents that the company wants its employees to take in their dealings with the public, brings up a subject that is likewise of vital interest to every merchant who is desirous of having his patrons treated with the courtesy and respect that is their due. It costs so little to be courteous that every salesman should at all times be amiable, and especially so with the people he is daily called upon to serve. For the benefit of both merchants and salesmen we here reprint the circular above referred to, which is as follows:

"The possession in marked degree of any worthy faculty should always be an incentive to develop that faculty. The company considers that its agents, conductors and other representatives possess above the average the faculty of being courteous to the public. To those who cultivate and exercise this faculty the company extends its congratulations and its thanks; to those who may not have fully appreciated its importance, thoughtful consideration of the following is suggested:

"First.—The principle that underlies courteous treatment of others is simply that of doing unto others as you would they should do unto you.

"Second.—In a highly complex and technical business, such as that of a railroad, there are many things that you, with your training and daily experience, understand with perfect familiarity, but which the public do not understand; therefore, do not assume that the public should comprehend them without asking questions, but when they make inquiry of you give them the courtesy of a reply just as full and clear as you can make it, and without any suggestion of superiority born of a greater knowledge.

"Third.—Words are only one means of expression and manner is quite as important; therefore, remember that a kindly and gracious manner is not only the sign and mark of a self-respecting man, but is to your words what oil is to machinery in making them move effectively to their purposes.

"Fourth.—True courtesy is no respecter of persons. It remembers that 'a man's a man for a' that,' and gives the civil word and the helping hand quite as readily to the ill-clad stranger as to an official of the company.

"Fifth.—Courtesy is not only something the public have a right to expect of you, but it pays.

"It pays in the friends it makes you personally and as a representative of the company.

"It pays in minimizing the friction of your life, as well as that between the company and its patrons.

"It pays in raising your standing with the company.

"It pays in the personal satisfaction resulting from having done the right and kindly thing by your 'neighbor.'

"It is the wish of the management of this company that all its representatives whose work brings them into contact with the public may appreciate and fully measure up to their duty and privilege in this respect."

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recently been incorporated with a capital stock of $1950. The incorporators are J. C. Smith, R. E. Matthews and Roy H. Eisenberg.

The Commercial Cigar Company, El Paso, Texas, has

John Rogers, for several years employed in the Rex Cigar Store, Newcastle, Ind., has recently purchased a half interest in the cigar store and pool room of R. E. Bentley, on Broad Street, that city.

Procure New Business

OLD friends and old faces are always dear to us, both in pleasure and in business. But it will never do for the live shopkeeper to become too dependent upon the regulars for his bread and butter; if he does, sooner or later he will come to grief. Such a policy begets two evils, the first of which is the inclination to allow one's self to fall into the rut of waiting for business to come to us, and the second is the gradual deadening of our originative and initiative powers, with a consequent inability to liven up dull times when our friends are not buying. For the storekeeper who has this fatal habit, high on the walls of his establishment should be posted, "Don't depend too much on your regular customers for business; if you do you are apt to lose both."

Abraham Lincoln's advice to the young attorney, who consulted him as to the size of a fee, is perhaps as concise a way of putting it as any that has come to mind: "Get all you can," said Lincoln. Mr. Storekeeper, get all the customers you can, and from them get all the business you can. Strive each day to draw into your establishment new faces, and keep that up fifty-two weeks every year, and you will find that you are succeeding.

Don't make a trip to the mill for a bushel of corn, and come home with just a few kernels in your pockets. Don't be half-hearted in your efforts and sit down to read just as the sun of success appears above the horizon, and quit simply because it has appeared. Strive on to the high noon and even to the night.

Success has been known to do peculiar things; it has a way of disappearing from the view just as it was apparently about to burst into fullest effulgence. Reduced to its simplest terms, the problem means that an advertising campaign of any sort should be conducted with a view of getting your publicity before the people who are the other fellow's customers.

With all due respect to your own patrons, you must admit that to prosper all the while you must keep up a good lively interest in those of your competitor. You must make them feel that after all your goods and your store are much better than any that they are now familiar with, and awaken in their minds a desire to come over and take a look around.

But remember one golden rule, which is, after all, more important in a way than success itself. The end does not justify the means, and you are not to make use of tactics to bring about the result desired which will be in the least subject to question.

Do the best you can, and keep improving on that best, and leave the rest to the people. The other fellow's customers all come to your store occasionally; right here is your best and surest way to get new business.

Whenever a person comes into your store who is not known to be a regular customer, and makes inquiries for an article, your clerks should be trained to find out why your place has been selected and to learn whether inquiries had been made at any other establishment.

If you have the right sort of salesmen, and give them definite instructions on this point, the result will be of tremendous benefit to you. On the other hand, guard against falling into the same errors, which are so hurtful to you and your competitor.

It may be impossible to carry in your stock everything that is asked for, but no customer should be allowed to go away who makes inquiry for something that you do not carry unless he has been satisfied that you can get it for him in a very short time, or that you can supply him with something which will answer his needs.

TOBACCO MERCHANTS' ASSOCIATION PROTESTS CERTAIN REVENUE TAXES

(Continued from page 11.)

under the increased taxation may not exceed the revenue collected under the existing law, if it shall indeed reach such figure.

The bill is now under advisement by the Senate Committee on Finance and we are confident indeed that our protest against the House bill will receive the serious and careful consideration that it is entitled to.

To thus save the industry from wreck and ruin, we must act at once, and we must have the support and co-operation of the entire industry. We ask you, therefore, as urgently as we know how, to write or wire immediately to the Hon. F. M. Simmons, chairman Committee on Finance, United States Senate, Washington, D. C., protesting against the Kitchin bill and endorsing the schedule submitted by this Association, and also to the Senators representing your State in the United States Senate (addressed Washington, D. C.), asking them to present your protest to Senator Simmons and his committee, and please also advise us of your action in the matter.

Tobacco Merchants' Association of the United States.
By Charles Dushkind, Secretary.

South China's Trade in Cigars

There has been a marked increase in the quantity of Dutch-made cigars used in South China, and, apparently, in other portions of the Far East during the past year or more, where, for various reasons, Philippine cigars have been losing in favor. Previous to the outbreak of the war in Europe considerable quantities of cheap cigars were sold in China and the Far East through German firms in Hongkong, and a German cigar factory was operated in Hongkong for the manufacture of cheap cigars for the Chinese trade and also for export to Europe. This factory is still operated under Chinese-neutral control. Dutch cigars and cigars from India, the Straits Settlements and other Far Eastern countries have competed with Philippine cigars for the better-class trade. With the advent of war and the interference with German lines of distribution, however, the trade has changed materially, and in a general way to the advantage of Dutch products.

The import of cigars into various Chinese ports has been greatly on the increase in the past few years and now amounts to about $350,000 annually. Of this trade four-fifths normally is through Hongkong. With the development in foreign ideas and ways of living in China there has been an increase in the use of cigars among the well-to-do, which will doubtless continue indefinitely; the possible sale of cheap cigars, for which the demand in China usually runs, is therefore almost without limit. The Philippines ought to have, and doubtless will continue to have, much of the business, but it is evident from the course of events in recent years that if these islands are to expand their trade in cigars with China better distribution methods and a more intelligent regard for the quality of their product are essential.—"Commerce Reports."

Fred Stanforth has recently sold his cigar stand in Wilmington, Ohio, to A. E. Tysor, who has since taken possession.

Thomas Lazio is one of the nine dealers who recently paid the authorities of Stirling, Ill., $100 for a permit to sell cigarettes for one year.

AMERICAN TOBACCO SALES INCREASE

New Cigarette Brand Profitable—Business This Year May Reach $80,000,000

EARNINGS of the American Tobacco Company over the first quarter of the current year have shown an increase commensurate with the increase in sales.

The gain of $1,000,000 in March brought the increase on the tobacco end of the business for the first quarter of the year up to $3,250,000.

Including various subsidiaries, some of which make tobacco accessories, the American Tobacco Company did a business in the first two months of the current year of approximately $19,000,000, as compared with slightly less than $15,000,000 for the same two months in 1916.

While the full figures are not yet in, the indications are that April tobacco business of the American Tobacco Company was the largest of any single month since the dissolution of the old tobacco combination. It is believed that the final figures will be at least $7,000,000 for the month. The previous record month was August, 1916, with $6,900,000.

Inasmuch as the tobacco sales in April, 1916, amounted to approximately $5,100,000, the April increase would bring the increase on straight tobacco business for the first four months of the current fiscal year up to $5,000,000. This is an increase at the rate of $15,000,000 for the full year, and if continued throughout 1917 would result in a straight tobacco business for the American Tobacco Company of $80,000,000. Tobacco sales in 1916 amounted to $68,000,000, and in 1915 to a little over $62,000,000.

There are indications that the American Tobacco Company will pick up some big money before the year is out from a new cigarette brand put out this year which has proven even more successful than was expected. The distribution of this brand was started in the Middle West, and only recently was introduced in Eastern territory. In spite of the restricted area already covered, sales on the single brand now amount to 8,000,000 cigarettes a day, or at the annual rate, figuring 300 days a year, of 2,500,000,000 cigarettes. This is equal to ten per cent. of the entire output of cigarettes in the United States by all companies last year.

It may be stated that tobacco interests have been buying American Tobacco common on the recent decline with the full knowledge of what the new record-breaking cigarette is doing. They bought R. J. Reynolds three years ago because of its cigarette success, and the American Tobacco Company is securing business on the new brand at a rate at least equal to that secured by the Reynolds Company in the initial month of its campaign. The Reynolds Company practically trebled its earnings on the success of a single cigarette brand.

American Tobacco Company officials say it is too early to talk of a substitute for tin in the packing of some of its brands, as was suggested a few days ago in a Government plan to conserve the country's tin plate. At the same time any substitute secured by the tobacco concerns would certainly not cost the companies more than tin. The American Tobacco Company is carrying a large reserve supply of tin.

Ralph Fokner, special representative of Ruy Lopez Co., was a recent visitor in Atlanta, Ga., where he called on Campbell & Mathers, the distributors for the "Ruy Lopez" brand in that territory.

John Fischer has recently opened a first-class cigar store at 28 West Harrison Street, Chicago, Ill.

PHILADELPHIA.

John Flanigan Lasts Three Episodes

JOHN FLANIGAN, the genial manager of the Tenth and Chestnut Streets store of Leach & Company, is also a producer and an actor. If you don't believe this, get a copy of the program of the presentation of "Emperia" by the Transfiguration Dramatic Class and read that it is presented "under the direction of Tynon and Flanigan, Monday, Tuesday and Wednesday evenings, April 30, May 1 and 2, 1917, at Transfiguration Dramatic Hall, Fifty-fifth Street and Cedar Avenue."

"Emperia," it is said, is Chinese or Abyssinian or Persian or—well, anyhow it means "Experience," but that name could not be used to advertise this production because of certain legal prerogatives of the companies giving a show under this name in "big time."

Mr. Flanigan appeared as an actor as "Snob" in the Third Episode, which is called "The Primrose Path." You could not hate any one for "falling" for the primrose path. However, this led him into the "Corridors of Chance," the Fourth Episode, in which he took the part of "Chance." And as a result he wound up as "Wealth" "In the Streets of Dissolution," the Fifth Episode. This proved too much for him, so he escaped the "House of Last Resort," "The Streets of Remorse," "The House of Lost Souls," "The Lane of Forgotten Days" and "The Land Where the Dreamer Wakens," these being the titles of the Sixth, Seventh, Eighth, Ninth and Tenth Episodes.

Max Bayuk, of Bayuk Brothers, Dead

Max Bayuk, vice-president of Bayuk Brothers, died Tuesday, May 1st, as a result of inflammation of the brain. He was a partner in the cigar manufacturing business with his brothers Samuel and Meyer. The death of Mrs. Bayuk a few weeks ago is said to have depressed him and it is believed that this great sorrow did much to hasten his end.

Mr. Bayuk was forty-four years old and had spent about twenty-four years of his life in the cigar manufacturing business.

Samuel Bayuk, who had recently left for the Pacific Coast, was reached by telegraph in San Francisco. He returned at once and reached Philadelphia in time for the funeral services, which were held on Sunday, May 6th, at 2205 North Thirty-third Street. Many members of the cigar and tobacco industry were present at the services. Interment was private in Har Nebo Cemetery.

The Schermerhorn Company, of Chicago, Ill., has recently leased the cigar store at the corner of Dearborn and Monroe Streets from Daniel F. Crilly. The lease is for a term of years, and while the rental is not disclosed it is understood to total $12,000 for the term.

Philadelphia Notes

Vetterlein Brothers, Fourth and Chestnut Streets, are displaying "Cuesta-Rey" cigars in several sizes.

The Ledger Central, on Chestnut Street just east of Broad, has a most attractive display of "Girard" cigars.

Duncan & Moorehead are featuring their well-known "Marcello" cigar in their window at 722 Chestnut Street.

Yahn & McDonnell report that the distribution on the "Optimo," "Perfecto Garcia" and "La Sultana" brands is making a splendid record.

Leach & Company, at Tenth and Chestnut Streets, are featuring the "Girard" cigar in a number of sizes and the well-known "Savarona" brand.

H. B. Grauley is featuring the "Selwyn" Perfecto in his Seventh and Chestnut Streets store. This cigar retails at seven cents each or four for twenty-five cents.

An attractive display of the "Rose Tip" cigarette, made by Themelis Brothers, is being shown in the window of the M. J. Dalton store at 111 South Thirteenth Street.

Mr. Rosencrans, of E. Kleiner & Company, is in town this week boosting the "Marie Antoinette" cigar. He is working in conjunction with Leach & Company, the distributors for this territory.

A Vim delivery car has recently been added to the wholesale department of Yahn & McDonnell. On its sides is reproduced the label of "La Sultana" cigar, which is making such a big hit in the nickel-cigar market.

Godfrey Mahn Closes Store at Eleventh and Chestnut Sts.

After having operated the cigar store at the northeast corner of Eleventh and Chestnut streets for more than twenty-five years, Godfrey S. Mahn has vacated the same and removed the stock to another one of his stores at the northeast corner of Thirteenth and Chestnut Streets. The decision of Mr. Mahn to give up the store at Eleventh Street is said to have been caused by the announcement of a raise in the rental of the store.

The Magic Finger of War

Pierre N. Beringer in "American Industries"

NEW conditions face us, individually, and as a nation. We are accustomed to look at things from a personal rather than a national viewpoint. It is this that dulls the edge of patriotism. War must quicken our sense of obligation to one another and, at the same time, our obligation to the nation. We must become alert or, in the social and economic readjustment at the coming of peace, we will be distanced and will lose the fruits of victory for our people, our nation and ourselves.

Never can it be said that the United States entered the war because of any industrial, commercial or national gain, but now that we have committed ourselves in defense of the ideals of humanity and the rights of our citizens, it behooves us to see that we do not emerge from it plucked by our friends and our enemies.

The European war came as a fortuitous circumstance, lifting the nation out of a slough of despond; out of the stagnation into which we had fallen in 1914 which bade fair to plunge us into extraordinary panic.

We adjusted ourselves to the new conditions imposed on us with a rapidity that astonished even our own people and amazed the world.

New conditions again confront us. No one having faith in the energy, initiative and resourcefulness of the American can doubt that we will again rise to the occasion; that we will again adjust ourselves to the various new phases of business as they present themselves.

No one doubts that we will emerge from the conflict stronger than before, better fitted by trial to take our place among the great powers of the earth, better fitted to demand and maintain a commanding trade position.

Even now, everything points to a duration of the war for many months, if not years, or, until Germany and her allies are utterly exhausted. During these months, these years, in which America will be called upon to play a leading if not spectacular part on the world's stage, the practical political economist at home must devise the means to meet inevitable liquidation of prices of goods and labor commodities after the war has been brought to an end.

Surely, we can produce the men of brains who will bravely and successfully face the task of reducing the peak prices now being paid for raw material so that the end of the war will not come with a jar of such magnitude as to tear our economic fabric asunder.

The stage seems now set for a period of prosperity that will rival, if not overshadow, that which we have been experiencing for the past two years. Fate offers us the opportunity and we must rise intelligently to meet it.

Most important is a consideration of the country after the war. We have made a place for ourselves among the nations. Can we keep it? Can we hold it in the "war after the war," in the fierce competition that will follow? Can we hold a commanding place in the world's trade? Can we hold our own at home against the invasion of foreign-made goods?

The nation is now thoroughly aroused and is committed to a fight to a finish against submarine aggression. It is a struggle of democracy against the threat of autocratic socialism, of individuality and freedom of action against collectivism and mass action and the submergence of the individual.

The part we will play will entitle us to a seat in the conferences with the other great powers when peace terms are dictated to the German, when trade agreements are made and we will be in a position to demand our direct participation in the fruits of victory.

By entering the war we have immeasurably bettered our trade position and condition. Had we continued in the quasi-neutral position formerly occupied, we would have been entitled to no voice in the settlement and would have had the increased and continued scorn of the Central Powers, and indifference as to our economic fate by the Entente Powers, a victim of both sides to the quarrel.

With every element pointing to a prosperous condition during the war and during the readjustment time in Europe, who can doubt but that the investment market will remain active and prices strong?

As the European war worked wonders in the industrial life of this country, so this condition was reflected in the investment and speculative market. Never before was there such a demand for good sound investment securities. Never before was there such a demand for speculative stocks, the war stocks.

In the interval that has elapsed since the slowing down process began, due to the uncertainty of our nation's position in the war, we have had time to take account of stock and to form our diagnosis of the future.

Every indication points to a continuance of the demand for good sound investment securities that has been so much in evidence in the past. Government loans, our own and those of foreign nations, will absorb a great portion of our investment money. In this, patriotism will play an important part, and, with an annual income of more than fifty billion dollars, much can be expected.

Having had our fling at a somewhat wild speculation and having become somewhat sobered by the thought of the seriousness of the position of a nation at war with one of the great powers, it is probable that we shall not again witness those speculative markets that were headed by the well-known "war babies." There will be more serious things to occupy our thoughts. Wild speculation on the destinies of other peoples is one thing. We thought it quite justifiable, and we went the limit—few, however, to reap any lasting benefit. Wild speculation on the destiny of our own people is quite another thing. The American, dollar chaser though he may be called, is not capable of it.

It is safe to say, however, that we are face to face with a great money and trade activity and a great investment activity; a great prosperity.

It is safe to say, further, that this activity and this prosperity will be tempered with sobriety and reason and it is to be hoped will not permit itself to be carried away on the wings of wild speculation and expansion.

Attractive "Cinco" Display in Atlanta Stores

The Cobb Cigar Company, of Atlanta, Ga., recently arranged a number of attractive window displays on the "Cinco" cigar in stores throughout the city. The displays aroused much comment and are referred to by one newspaper in that city as "the best example of window decoration ever seen in the city of Atlanta."

Billy Noonan to Get More Territory

Following a five months' trip, in which he traveled over practically the whole United States working an extensive campaign on "Eutopia" and "Jefferson" smoking mixtures, H. F. (Milo) Adams, vice-president and sales manager of the Cameron Tobacco Company, paid a recent visit to Philadelphia, accompanied by William J. Noonan.

Mr. Noonan will be general Eastern representative and will have his territory extended to cover as far South as Washington, north to Buffalo, west to Pittsburgh and the intervening territory along the coast. Mr. Noonan is working with Mr. Adams on a local campaign at present.

I. B. Krinsky Now Manufacturing "In Sight" Little Cigars

I. B. Krinsky, the widely known manufacturer of Union-made cigarettes, is now producing and marketing the well-known brand of "In Sight" little cigars, formerly manufactured by the Prudential Tobacco Company. Reports from the factory indicate that the orders for this brand are coming to hand in very satisfactory numbers and that the demand for them is growing.

The "Fifth Avenue" cigarettes, also manufactured by this firm, continue to make record sales, and the same applies to the orders coming to hand on the recently acquired "Imperial" and "Home" brands. I. B. Krinsky is about the only manufacturer in the entire East manufacturing Union-made cigarettes. The demand for these gods sold under the Union label indicates that the market for goods of this character is by no means a limited one.

Tobacco Company of California Warns Against Overbuying

In a circular issued on May 7th the Tobacco Company of California, Incorporated, says:

"As the newspapers have indicated, there is a strong probability that the present Congress will change the internal revenue tax on tobacco and its products. In view of this condition, we hereby announce to our customers that upon the going into effect of any law changing the tax, all orders then on hand or in transit, whether for shipment direct to our customers' stocks or for drop shipment, will stand canceled.

"We consider it advisable to warn our customers against excessive buying, as the Government may conclude to tax stocks in the hands of jobbers and retailers, as they have in the past.

"This notification is, of course, without waiver of or prejudice to the already existing understanding whereby all orders are subject to acceptance by us, and at prices ruling on date of shipment."

Measuring Up

NO BUSINESS will go higher than the ideal set for it by its owner. No man will ever accomplish more than the standard he places just beyond his reach. No one will be more truthful than his own ideal of truth. No man will deal more honestly with others than his own standard of honesty.

There never was a time in the history of business when the ideal of business conduct was on so high a level as today. Never have the standards of truthfulness and honest dealing been so elevated, nor the high moral tone so demanded as at the present. Business must measure broader and higher than ever in its dealings with the "other fellow."

Men are put under the business microscope, magnified, dissected, analyzed. Like the siftings of things passing over a screen, each gets into his own class—the big, the small but good, the shriveled up, the unsound.

Plausible intentions, excuses, trimming, bluffing, exaggerating, do not get by, or, at least, not for any length of time. Dodging around to get out of a temporary difficulty or embarrassing situations has weakened confidence in many a man, when meeting the issue truthfully and honestly would have strengthened it. Seeking to cover up errors is not giving the square deal demanded by high business morals.

Successful men show many contrasting characteristics, but one they never lack is thoroughness. The lower rungs are full of men who would be at the top if they could only train their minds to think matters out to a conclusion. They always stop a little short of the **what.**

Business, big or little, and the individual have common characteristics; both make friends and enemies in the same way. Nothing pays either so well as to be fair.

A man who is a master of one thing is a success. The organization of a business is a group of men, each a master of one thing. A business organization is seldom composed of great stars. It is the team work that counts.—"Warm Air Heating and Sheet Metal Journal."

Superior (Wis.) Cigar Dealers Organize

J. B. Holt was elected president of the Superior (Wis.) Cigar Dealers' Association, at its first meeting, held on Thursday. Seventy dealers from the Twin Ports attended the session, forty-eight from Superior and twenty-two from Duluth.

The organization was formed for the purpose of working against unfair legislation, getter better acquainted and to promote a spirit of co-operation among the retail and wholesale dealers.

Other officers who were elected were: Fred Russell, first vice-president; W. J. Keough, second vice-president; George B. McCormick, third vice-president; E. J. Kane, fourth vice-president, and Harry Siler, secretary-treasurer.

A membership committee was appointed as follows: Al Bruder, chairman; John McMillan, Samuel Mitchell, A. A. Darby and O. E. Warden. The committee on constitution and by-laws is composed of John Branca, chairman; Chandus Brisbaine and Frank Hacker.

In outlining the purpose of the organization, speakers told of the benefits of a co-operative spirit between dealers and authorities for law enforcement, of work to be done against legislation unfair to the dealers and of the elimination of objectionable practices about the business.

The importance of including retailers, wholesalers, jobbers and salesmen in the organization was emphasized.

The Onward March of the Tobacco Business

From "The Nation's Business"

IT TAKES two pounds and two ounces of silver, worth $20, at the present high price of that metal, to buy a pound of the finest Cuban tobacco—the tobacco, so experts say, that "is smoked by kings."

Tobacco, thin as tissue paper and used as a wrapper around cigars, grown in the Connecticut valley, sells for as much as $4 a pound. The value of the tobacco crop of this country in 1916, to the farmers who produced it, more than equaled the value of the gold and silver mined in the United States during the same period of time.

Touching Cuba, on its northern coast, on November 20, 1492, Christopher Columbus sent two men ashore on an errand of investigation. They met, as Columbus wrote in his diary, "a great many people going to their villages, men and women with brands in their hands, made of herbs for taking their customary smoke."

The "brands" were cigars. Thus tobacco, having been discovered, along with America, was given a place in written history. Since then the tobacco plant has been carried into all of the large and small corners of the earth.

The tobacco harvested in this country last year weighed more than a billion pounds. Its farm value was $169,000,000. The "ultimate consumers," probably, paid five times that amount for the crop, their nickels and dimes going over numberless counters in cities and villages and at country crossroads.

Much of the tobacco, however, was sold abroad—to Englishmen, Frenchmen, Italians and the Dutch. The United States has exported tobacco for more than three centuries. Its heroic story could not be written, with tobacco left out. Indeed, freedom and tobacco, in 1776, marched arm and arm, under the same banner and to the music of the same fife and drum.

"A true history of tobacco would be the history of American liberty," wrote Moncure D. Conway, the preacher and author, in one of his books. Tobacco made Virginia rich. Codfish brought wealth to Massachusetts. These two colonies, with money in their pockets, defiant and independent, carried the torch and lit and broke the way for all the rest.

"A king," exclaimed Patrick Henry, so early as December, 1763, "by disallowing acts of a salutary nature, from being the father of his people, degenerates into a tyrant and forfeits all right to his subjects' obedience."

This great sentence has been called "the keynote of the American Revolution." At any rate, it made Patrick Henry famous and gave him rank among the foremost orators in America. And tobacco gave it form and utterance.

In those days Virginians paid for all things with tobacco. Labor was computed in tobacco. It settled the king's taxes. Shipped to England, it was exchanged for silver plate and farm implements, for seeds and wines, for books and crockery, for velvets and nankeens.

Preachers were paid with tobacco—16,000 pounds annually. The crop was short in 1763. From two cents, the price advanced sharply. The salary of a preacher, a Church of England man, went up theoretically from $320 a year to twice that sum, possibly.

The Colonial Legislature, however, forgetting their piety as men of business, voted to settle with all ministers in money on the basis of two cents a pound for tobacco. It was a piece of sharp practice and deprived preaching of the speculatory and intoxicating elements.

One of the clergymen brought suit to recover. He demanded 16,000 pounds of tobacco, instead of $320 in money. Patrick Henry was his lawyer. "The parson's cause," as the case was termed, would have been tried and, perhaps, forgotten but for Henry's rebel-like oratory. From that time on to the signing of the Declaration of Independence, George III, king of Great Britain and Ireland, was called a tyrant openly.

Tobacco lifted Virginia out of poverty, built good houses for its inhabitants and filled them with furniture from England. Girls traveled across the Atlantic by the shipload. Each of the young men who married them paid 120 pounds of tobacco to meet the cost of the outlay. Farmers became one-crop specialists, refusing to sow wheat or grow corn. A law at last limited a farmer to 2000 tobacco plants, but the law was not obeyed.

The crop of 1679 was too large for the market. There was another immense harvest the year following. What the law could not do, the farmers tried to do themselves. "Plant-cutting," as their felonious performance was called, grew to be general.

"The growing tobacco of one plantation was no sooner destroyed," Bruce notes in his Economic History of Virginia, "than the owner, having been deprived, with or without his consent, of his own crop, was seized with the same frenzy and went with the crowd as it marched to destroy the crop of his neighbor."

Plants by the million were pulled up and 10,000 hogsheads of cured tobacco, stored in warehouses, were burned. Then the militia was called out. Three of the leaders of the mob were caught and hanged, and so ended an adventure that was repeated more than two centuries later.

Back in those robust days, and earlier, kings and priests fiercely condemned the use of tobacco. James, ruler of England, Scotland and Ireland, described it as "a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs and in the black stinking fumes thereof (referring to burning tobacco) resembling the horrible Stygian smoke of the pit that is bottomless."

But the industry grew and kept on growing (and that is its state today) until it spread all over the face of the globe. Twenty-five billion cigarettes were manufactured in the United States last year, as against about eight billion a decade ago. Formerly, young men and boys learned to chew tobacco. Now they are learning to smoke cigarettes. The generation of chewers is dying. Smokers are making the tobacco industry more profitable than ever before in its history.

One American company, with $53,000,000 of six per cent. preferred stock, earned about twenty-five per cent. on its $40,000,000 of common stock during the year 1916. A branch of this corporation, separated from it by a decision of the court, and owned by Americans and Englishmen, is doing business in Canada, Denmark, China, India, Egypt, Germany, Belgium, South Africa, Sweden, Jamaica, Virginia and Kentucky. The dividends of this company were fifty per cent. last year. It manufactured thirty billion cigarettes, which was five billion more than the output of all the factories in the United States.

The growing of tobacco is unlike the growing of any other crop. To explain it fully would take a book. It is both mysterious and complex. Wightman W. Garner, born in South Carolina forty-one years ago, a doctor of philosophy by a degree of Johns Hopkins University and a chemist by profession, is the highest authority on the subject of tobacco-growing in the world. It is he, at the direction of the National Government, who reveals to the farmers in this country the last discoveries in cultural methods.

"The normal tobacco crop of the United States," he told the writer of this article, "is a billion pounds; and the normal return to the growers, at about ten cents a pound, is $100,000,000. Last year the crop was larger than usual and

the farmers received $69,000,000 more than the average for their harvest. The price, too, was higher, being a fraction less than fifteen cents a pound, as compared with a fraction more than nine cents a pound in 1915. In the parade upward, tobacco has taken a place in the line of march, as a matter of sympathy with and loyalty to other products, I suppose.

"The yield in 1916 was 815 pounds to the acre. That number into 1,150,622,000 pounds, the weight of the crop, goes 1,411,800 times. The latter figure, therefore, was the acreage. If all the fields had been brought together, their area would have been 2206 square miles. The consolidated field would have been forty-seven miles long and forty-seven miles wide. In money, each acre yielded about $102. Between 250,000 and 300,000 American farmers are engaged in the tobacco industry.

"The farmers live in fifteen States. I am talking, you understand, about the commercial growers of tobacco, about the men who figure in the market. Kentucky, as a producer, leads the country with a yearly crop of 300,000,000 pounds; North Carolina and Virginia each grew more than 100,000,000 pounds; Ohio, 80,000,000 pounds; Tennessee, 70,000,000 pounds; Pennsylvania and Wisconsin, 50,000,000 pounds each, and then follow, in the order I give, Connecticut, South Carolina, Maryland, West Virginia, Indiana, Massachusetts, New York and Florida. Kentucky, commonly, grows about one-third on the American crop.

"Export tobacco and that which is used in this country for the manufacture of plug, finecut, smoking and cigarette tobacco and also snuff, is marketed, principally, at Lexington and Louisville, Ky.; Danville and Lynchburg, Va.; Baltimore and Wilson, Greenville and Winston-Salem, N. C. The leading points of collection for cigar tobacco are Hartford, Conn.; Lancaster, Pa., and Edgerton, Wis.

"The exports amount to 400,000,000 pounds yearly and the imports to 60,000,000 pounds, half of which is Cuban leaf and half Turkish tobacco for cigarettes. The same kind of tobacco that was shipped to England from Jamestown, Va., in 1612, is now being sold to Great Britain.

"Maryland sent tobacco to France and Holland three centuries ago. It sent the identical variety of tobacco to those countries in 1916. One generation of tobacco users passes its particular taste for a particular sort of tobacco to the generation that follows. Anyway that has been the case among the English, the French and the Dutch.

"Cuba produces the highest-priced tobacco grown in the world. Also, some of the cheapest. The latter grade, made up of a leaf gathered here and a leaf gathered there, is limited in quantity and is smoked, so it is supposed, by kings, czars and emperors.

"The fine, aromatic tobacco of Cuba is not grown in all parts of the island, but on a little spot near the western coast, the size of which is no more than twenty-five square miles. Such tobacco can be produced nowhere else. We have tried to grow it in this country, but without success.

"First we went to Cuba and made chemical analyses of the air, soil and water. We measured the rainfall, noted the velocity of the wind and studied the sunlight. But the influences which give to Cuban tobacco, in the region to which I have referred, its superior quality are too subtle and complex to be discovered.

Cuban Tobacco in Texas

"Long experiments were made in a county in Texas, where soil, water and so forth, we thought, approximated conditions in Cuba. Tobacco was produced, but there was no place for it in our market. It was not good enough for a ten-cent cigar, and was too good—that is, too costly to produce—for a five-cent cigar. Cuban tobacco is dear, and besides, its import duty, collected by the Government of the United States, is twenty-eight cents a pound.

"Tobacco is unlike any other of the crops grown in this country. Wheat is wheat, broadly speaking, and corn is corn. It is not so with tobacco. Three kinds of tobacco, as different from one another as are rye, oats and barley, are produced in Ohio.

"The first settlers found the Indians cultivating tobacco in little gardens. Tobacco of the same sort is now growing wild in this country, but it is so coarse and rank that it can't be used. The variety exists and can be seen as far north as the State of New York, and is cultivated in China and Russia. The tobacco that our farmers produce came long ago from the Orinoco region of South America. Planted at different places, under various conditions, as the quality and texture of the soil, the amount of moisture and so forth, it changed in leaf, color, taste and aroma.

"Thus it is that we have strong and mild tobacco, and light and dark tobacco. There are numerous other variations, but they are too technical for a newspaper article. The growing of tobacco is a complex undertaking, and many things are to be considered and dealt with. The planters of Kentucky could not follow the methods of New England, where tobacco is grown under cheesecloth.

"The best wrappers for cigars come from the Connecticut valley. Tobacco out of which they are made is as thin as tissue paper. Five thousand acres are given up to this important branch of the cigar industry, and every foot of the land is under tents that are from nine to ten feet high. Thus the crop is planted, cultivated and harvested in the shade.

"I know of a 500-acre tract that is operated under one management. The most intensive farming in the world is carried on in the Connecticut valley, where an acre of land, season after season, produces a thousand dollars' worth of tobacco. To give you an indication of its value, let me say that the duty on wrapper tobacco brought into this country is $1.85 a pound.

"Early in the nineteenth century, say from the year 1800 to 1830, many landowners in Maryland migrated to Southern Ohio. They carried tobacco seed with them, and so established the industry in that State. Such tobacco is still sent to the market in Baltimore. We know the name of the man who moved to Ohio from Connecticut, and, with the seed he took along, introduced another kind of tobacco in the former State. The son of that man, with seed from Ohio, began the cultivation of tobacco in Wisconsin.

"While the men of Maryland were crossing the Alleghany Mountains, bound for Ohio, men from Virginia, going over the mountains further south, carried tobacco seed into Kentucky. The tobacco grown from that seed is dark in color, and large quantities of it are exported to England. After the Civil War, a new tobacco, called Burley, was developed in Eastern Kentucky. It is used extensively in this country in the manufacture of plug and smoking tobacco and cigarettes.

"Soil and subsoils, rainfall, temperature and air, here in the United States, as in Cuba, have their influence on the quality and quantity of the tobacco crop. The fertilization of tobacco lands is another involved problem. What is good for tobacco in one region may work harm somewhere else.

"The planting of tobacco likewise varies in methods. The seeds are sown in beds and the stalks are transplanted. Transplanting in small fields is done by hand; in large fields, if the ground is level, it is done with a machine, which waters the stalks as well. Hand transplanting makes necessary the watering of each plant with a bucket and a dipper.

Three Ways of Curing

"Tobacco plants to the acre range from 3500 to 14,000 in number. You see, I have shown the rules for tobacco growing can't be reduced to a standard. Nor is the har-

vesting done the same in one place as in another. And there are three ways of curing a crop.

"Tobacco, to be air-cured, is hung in a building and dried out by ventilation and evaporation. Flue-curing is done by heat. The tobacco is hung on poles and hot air is let in through registers, just as houses are heated by furnaces in the cellars. Flue-curing is really a combination of heat and smoke. A hardwood fire is built in the tobacco room, and, after burning for a day or two, is permitted to go out. Three or four days later another fire is started. So the process continues for a month or six weeks.

"Flue-curing requires from three to five days and air-curing from three to ten days. Fire-cured tobacco is flavored with creosote, being saturated with smoke, and is terrifically heavy. It is a great favorite in Italy, and a cigar made of it will last all day. An Italian will take a few puffs and half an hour later will light up again and take another puff or two. A whole cigar, smoked continuously until burned to the butt, would mean certain death, I imagine.

"It will surprise many persons to learn," Dr. Garner said at the end of his talk, "that the first money-crop grown on Manhattan Island was a field of tobacco planted by the Dutch near the present site of the post office, in lower New York. It was sent to Holland and sold.

"After the Revolutionary war, all the specie having been drawn out of the country, tobacco again passed in Virginia from customer to merchant and from employer to worker as a medium of exchange and a measure of value. Further north, up in Massachusetts, salt pork performed those functions in some instances. At all events, the editor of the Worcester 'Spy' stated in his own types that he would accept salt pork in payment for his paper."

Tampa Cigarmakers' Union Protests Cigar Taxes

The following communication has been sent to the Senators and Representatives from Florida by the Cigarmakers' Union of Tampa:

"Cigarmakers' Union No. 336, of Tampa, Fla., earnestly requests that you work and vote against any material increase in the internal revenue tax on cigars and against the sudden application for any reason or purpose of nation-wide prohibition.

"This is of vital interest to the cigar industry, and we shall appreciate your efforts in our behalf."

Senator Trammell has also received the following communication from the Cigarmakers' Union at Jacksonville, Fla.:

"We beg to advise that our organization seriously objects to any material increase in the internal revenue tax on cigars and tobaccos. We hold that no legitimate industry such as ours should be singled out and made to carry more than its share of the burden; as Americans and loyal citizens it is our bounden duty to support our Government in this crisis, and to assume our full share of the burden, and to discharge all of our obligations. This we will do, but protest against being asked to carry, as an industry, more than any other industry. As a matter of fact, the increased cost of living has precipitated a crisis in the trade. The price of tobacco used for cigar purposes is constantly tending upward, and we beg to suggest that any material increase in the internal revenue tax would add a burden which the trade could ill afford to carry in view of the present industrial and economic situation. Also, permit us to suggest that the precipitation of a nation-wide prohibition as a war measure would seriously distress thousands of our members, through a sudden legislation action of a measure of this vital character, and we believe that the reactionary effect would be damaging in a high degree, from almost every angle. Therefore, as Americans and loyal patriotic citizens, and willing and determined to support our Government in this crisis, we commend our opinion for your serious consideration."

Proposed Swiss Government Tobacco Monopoly

In consequence of interest charges on the loans that the Government has negotiated to meet the cost of mobilization and maintenance of the army in Switzerland during the present European war and a reduction of revenue because of lessened imports, the Government is confronted by a budget deficit. To meet it, taxes have been imposed on war profits and increased taxes upon property and incomes; but there still remains a deficit of about 46,000,000 francs ($8,878,000), and it is now proposed to impose stamp taxes upon drafts, bills of lading, shares and other documents and to make a further extension of the excise tax upon the manufacture and sale of alcoholic beverages.

The subject that is being most discussed, however, is the proposed establishment of a Government tobacco monopoly. It is admitted that this plan would most effectively produce the needed revenue, but there are objections to it. It is strongly opposed by interests that would be affected by such a monopoly, such as the Swiss Tobacco Manufacturers' Association and the Raw Tobacco Association, as well as by the Swiss Cigar Merchants' Association and the Swiss Shopkeepers' Association.

Probably the most formidable opposition to the establishment of the proposed monopoly comes from the Peasant Association, which is composed of the small farmers and agricultural laborers. These object, in the first instance, on the ground that a monopoly would classify and market its goods upon too uniform and standardized a scale, substituting two or three grades for a great variety of qualities as at present.

The question will remain undecided until the assembling of Parliament in June next. It is claimed that the Constitution of Switzerland opposes objections to the establishment of such a monopoly by the Government as is proposed. To meet this objection an effort will be made to carry by a majority vote of the Parliament a proposition to amend the Constitution in this particular, and should this prevail the question of ratification of the amendment will be referred by referendum to the people in September or October next. Judging from the present state of opinion it looks doubtful if the proposition of amendment will meet with the approval of the people.

The total importations of tobacco (leaf, chewing and smoking tobacco, cigars, snuff, etc.) from the United States by Switzerland in 1915, the latest period for which statistics are available, was valued at 7,561,730 francs, or $1,459,413, and legislation affecting the marketing of such goods is of interest to exporters in the United States.—Commerce Reports.

Sixty-eight Millions From Proposed Cigar and Tobacco Tax

Following is the estimated revenue to be derived by the Government from the cigar and tobacco industry under the proposed war tax bill:

Tobacco	$30,000,000
Cigarettes	25,000,000
Cigars	11,000,000
Snuff	2,000,000
Cigarette papers and tubes	200,000
Total	$68,200,000

"United" Boosting "Saving Daylight" Campaign

The United Cigar Stores have added their efforts to the campaign for the saving of daylight by setting the clocks an hour ahead from the first of June to the first of October. They have given an impetus to this movement by large posters on the windows of their stores, calling attention to the "Saving Daylight" campaign. The posters emphasized the need of public interest in this movement and directed attention to the fact that it meant more daylight for the man with the gun and the man with the hoe.

Fight Down High Cigar Costs

How?

Here is a full plan of strategy for the war!

Do *Your* Bit!

in the Cigar Manufacturers' Battle. Everyone of these war moves has benefited others. You should use all of them.

1—Raise your Prices.
And raise them enough so that the dealer can pass the raise on to the smoker. A small raise only weakens the dealer without covering your extra costs. If the dealer were raised to $40.00 per M. on present 5c. goods he would get 6c. for the cigar at retail. He would have $20.00 to cover his costs and profit, but at $37.50 he has only $12.50 instead of the former $15.00. His expenses have increased as well as yours. When you raise prices, raise enough to help the dealer, not to squeeze him.

2—Make war sizes.
Reduce the present excessive sizes of cigars. Save a pound or two of tobacco per thousand and save on labor and on boxes by making smaller cigars.

3—Make cigars with molds.
They save you a pound of filler per thousand over hand work. The cigars are easier to roll and molds increase your output per hand. The cigars are cheaper in labor cost and every bit as good.

4—Boost the odd cent price movement.
Why shouldn't cigars sell at odd cents as well as other things do? No reason on earth. The trade have their minds chained to nickels and dimes. Break the shackles. They are not as strong as you think. Others are doing it. Get in line. Don't hang back.

5—Make straight cigars.
They smoke freer, require less skilled labor to make, cost less for labor and give a bigger output per hand.

6—Don't sell good cuttings.
Use them to make scrap cigars and keep that good money in your pocket. They cost you a lot per pound. Why not make cigars out of them?

7—Use the DuBrul Scrap Cleaner.
A man can run through a ton or more per day and get it really clean of all foreign matter. He can't *clean* scraps or cuttings by hand and can only handle a little per day.

8—Make scrap cigars.
Every cigar to retail at 5c. at a profit should be made of scrap—not long filler. You can't afford the luxury of long filler in 5c. brands.

9—Use the DuBrul Bunch Machine for scrap goods.
Makes 1000 bunches per hour. Better and more regular than hand work. Makes a fluffier bunch, better smoking and with less tobacco. Very important in view of present cost of tobacco.

10—Use DuBrul Scrap Cutters.
Cut your scrap to regular size in damp condition. Don't waste money breaking scrap in dry order into irregular pieces. It makes too much dirt and small stuff. Tobacco costs too much to waste that way.

11—Use DuBrul Hand Bunchers for long filler cigars.
They double the output of a bunch maker. Save a pound of binder per thousand and can't make a choked bunch.

12—Don't make marble heads.
They are harder and slower to finish. They cut down your factory output. They take more wrapper than pointed heads.

13—Use DuBrul Suction Tables.
They save 10% of wrappers, double the output per hand and are very easy to learn to operate. Some very fine Havana 15c. sizes are made on them now. Every cigar with a binder should be suction made.

14—Cut down label expense.
Simplify your labels. The smoker doesn't care such a lot for the label as the trade seems to think. Just watch the average smoker buy a cigar and see for yourself how little he bothers about the color and design of the label. Some of the biggest sellers have the cheapest labels.

15—Don't band cigars.
Save that useless expense. Protect your brand by branding your cigars. The DuBrul Champion Brander stamps your brand on 40,000 a day with one girl working it.

16—Join the Tobacco Merchants' Association.
The trade needs a big organization whose combined voice will sound to Congress like a *roar*. An individual voice is only a sparrow's faint peep. Only by strong organization can the tobacco trade prevent injustice in taxation and other things. If you don't join why should your neighbor fight your battles? Get in with him and everybody help.

17—Do it now.
Every one of these items is saving money for some one. If you are not using all these schemes you are not as efficient as you must be to succeed in the fight. If you don't know all about all these schemes just write us for full information on any points you need. Call for help from

The Board of Strategy

THE MILLER DUBRUL & PETERS MFG. CO.
CINCINNATI, OHIO

Tampa

Shipbuilding Industry to Boom Tampa—Francisco Arango Gets Some More Leaf—Factories Still Have Many Orders on Hand

Tampa, May 8, 1917.

ANGEL L. CUESTA, SR., of Cuesta, Rey & Company, has gone to Havana for a visit.

W. W. Cowan, the new sales manager of the Tampa-Cuba Cigar Company, has left for a trip to the Middle West, where he expects to work on several new and important connections for the house.

Sydney Windmuller, of Salvador Sanchez y Ca., has been a recent visitor at the factory. He has since left for his territory again.

Francisco Arango has returned to the factory following his visit to Havana, where he made some very satisfactory purchases of leaf.

Facundo Arguelles is back in Tampa following a trip to the Cuban market.

M. Bustillo, of M. Bustillo & Company, is back in town after a visit to his branch factory at Jacksonville. The factory has ample orders on hand, but the demand is not as strong as in the past few months.

Another industry is growing up over night in Tampa which gives promise of making this city famous for something besides its fine cigars. I refer to the shipbuilding field. Ten companies are said to have entered the ranks here, seeking to obtain contracts from the Shipping Board for the proposed vessels which the Government will order to help meet the transportation problems of the Allies.

Tampa already has two shipyards. One is building submarine chasers and the other is constructing steel steamers. It is understood that these new firms may get orders aggregating forty ships altogether. Yards to which the contracts are given will be kept busy, according to a Government statement.

Many orders are still on hand at a number of the factories, but the heavy demand of previous months seems about over and conditions are becoming more normal for this period.

Customs collections continue to gain and the production still maintains a high mark.

Perfecto.

The Levy Cigar Company has secured quarters for a cigar factory in Washburn, Wis., and will shortly open the place for the purpose of manufacturing.

No More "Hit the Coon in the Head and Get a Good Cigar"

The New York State Legislature has passed an act which makes it a misdemeanor to throw a round, hard ball at the curly head of a gentleman of color and by making a "clean hit" collect a "good cigar" from the proprietor of the stand.

Many years ago, when tomatoes were a glut on the market, it is recalled that the county fairs had numerous stands where for the sum of five cents you were permitted to hurl three large ripe (and some overripe) tomatoes at the kinky-headed colored person who grinned at you through a hole in the canvas. The canvas suffered enormous damage. Whether the New York law covers tomatoes is not stated. If the law does not cover it, the price of tomatoes does.

We are *proud* of STAG.

And your customers will *like* STAG.

Because STAG is the ripened product of "156 years' experience in making good tobacco!"

You lay a smooth, firm road to loyal patronage when you recommend STAG.

STAG *backs* you up!

EVER-LASTING-LY GOOD

CHANCELLOR

The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

Source of Profits

IT IS an essential principle of the democratic form of government that every person who participates in the government, enjoys its protection and helps to shape public policies, should accept some share of the burdens which the government entails. We are getting so far away from this principle that taxation, instead of being regarded as a burden, is looked upon by an increasing number of people as a means of despoiling the minority in possession of incomes which are large enough to come under popular condemnation. It has become a leveling agency, valued for what it accomplishes in this respect independently of the revenues it produces.

The general theory upon which the excess profits tax is approved by this class of people is that the persons who make their capital earn more than eight per cent. do it by somehow putting the screws on the public, and that the tax penalizes and discourages them.

If these premises were correct there would be small reason to complain of the reasoning, but the truth is that the men who are most successful in business win their success by conferring benefits upon the public, and that instead of being penalized and discouraged they should be rewarded and encouraged. In every efficiency plan, where the object is to increase production, a certain standard is fixed upon and every achievement above that is rewarded. In the efforts that are being made in many states to raise the average of corn production it is customary to give a reward of some kind to every competitor who raises 100 bushels to the acre, and graded prizes to those who exceed that amount. The reason for this is perfectly apparent in the communities were such contests are carried on. It is a gain to the whole country to have the production of corn increased. The methods which the successful competitors introduce will be seen and adopted by others and eventually the average production of the whole country will be increased.

The same is true in all lines of business. The fact that one man makes a higher return on his capital than others in the same field is usually due to the fact that he manages his business more efficiently. The leaders in every line are the money-makers, and they are usually serving the public better and at lower cost than their less enterprising rivals. They introduce the new methods; they cheapen production. Gradually the methods which they develop become general, and the average cost is reduced, but they are always ahead and below the average. The state could afford to pay rewards for their leadership, but instead of that the new policy is to put a special tax upon every one who can show his head above the deadline, and to make the tax rapidly progressive.—"Southwestern Electrician."

Lancaster Tobacco Board Elects Convention Delegates

The Lancaster Leaf Tobacco Board of Trade has elected the following delegates to the convention of the National Cigar Leaf Tobacco Dealers' Association, which will be held May 28th and 29th at Hartford, Conn.: Joseph Goldberg, L. H. Nolt, B. F. Good, Morris Rosenthal, H. P. Taylor and B. F. Hoffman; alternates, A. H. Sondheimer, John F. Nissly, L. A. Kramer, J. H. Hoober, William Levy and David H. Buber.

William P. Afflebach Dead

William P. Afflebach, of Lancaster, one of the best known tobacco buyers in that county, was found dead in the office of Morris Rosenthal in Lancaster, Pa., on Monday morning. Mr. Afflebach had been in the tobacco business since he was eighteen years old. His death was due to apoplexy. The deceased was sixty-two years old.

"Girard—yes, that's my good seller"

Give the Girard a trial in *your* case and it will be *your* big seller too.

—Because smokers right in your own neighborhood are reading about this remarkable cigar in the big magazines.

—Because smokers know the Girard as the cigar that never gets on the nerves.

—Because they know the Girard is a cigar that they can smoke all they want within reason *and do themselves no harm.*

—Because doctors recommend it.

The Girard Cigar

Never gets on your nerves

We leave it to you—wouldn't it pay you to have Girards in your case?

Wouldn't it pay you to have a *nationally-known* cigar in stock?

Just write us about a trial order of Girards.

Then display the advertising matter that we will send you free.

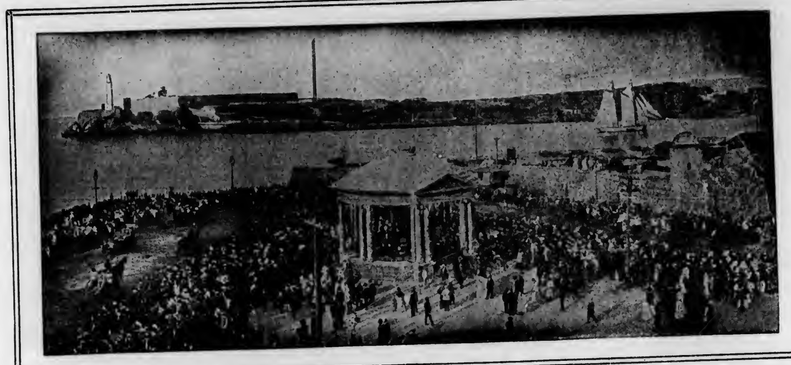
And watch your Girard business *grow.*

Address Department H

Antonio Roig & Langsdorf

Established 1871 Philadelphia

The 'broker'
Actual size 10c



The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, May 8, 1917.

THERE has not been hardly any improvement in our market since our last correspondence, as we are still lacking any Northern buyers in town. Of course, the old stocks of leaf in first hands offer no great inducements for buyers to come here, as they are only limited and the few holders of them are asking very high figures, and as far as the receipts of the new crop are concerned, they also play no role yet to make buyers anxious to flock down here. Nevertheless, if any American manufacturer should need to replenish his holdings, he could still find some goods to suit him, as some speculators have not sold out all of their holdings.

Dry weather in the country has been the chief drawback to prevent the farmers in the Vuelta Abajo from taking down their dried leaves from the poles and to throw them into piles, therefore, until the rainy season sets in for good, no escogidas can start and no business can be done to speak of. Our official agricultural report stated yesterday that in a few places the vegueros were still collecting some leaves (these can be colas only), and that the lately cut leaves were drying off well. It added also that a few sales had been made for tobacco on the poles.

Partido, being more advanced in conditions, is suffering less from the dry weather, although a number of escogidas in San Antonio de los Banos had to stop on this account, while we hear that in Bejucal the packings are progressing. As the temperature in Havana is now indicating rains, we think that the country may have been benefited already by some good showers, although we still lack the confirmation of such good news.

Remedios is an unknown quantity nevertheless, but as the escogidas cannot commence before the month of June at the very earliest, and perhaps not before July, there is no immediate hurry to know the truth about the approximate quantity and the eventual quality. While the revolution is virtually at an end, the open country districts are still infested with some bands of lawless persons, which have not been captured entirely by the Government troops, and this is the reason why the country buyers have hesitated to make their accustomed visits to the various vegas so far.

Sales during the past fortnight totaled 1846 bales, which were divided into: Vuelta Abajo and Semi Vuelta, 642; Partido, 147, and Remedios, 1057 bales.

Buyers were: Commission merchants for American purchasers, 1062; exporters to Europe, 50; shippers to South America, 324; to Australia, 126, and our local manufacturers of cigars and cigarettes, 284 bales.

Exports of leaf tobacco for the two weeks ending with May 1, 1917, totaled 11,526 bales, from the port of Havana, and which were distributed to the following countries, viz.: To all ports of the United States, 10,800; to Canada, 327; to Norway, 110; to the Argentine Republic, 125; to Uruguay, 30; to Chile, 8, and to Australia, 126 bales.

Receipts of Leaf Tobacco From the Country

	For two weeks ending April 19, 1917.	Since Jan. 1, 1917.
Vuelta Abajo,	2,869 bales.	11,429 bales.
Semi Vuelta,	209 "	952 "
Partido,	1 "	2 "
Remedios,	518 "	23,823 "
Totals,	3,597 "	36,206 "

Buyers of Leaf Tobacco That Come and Go

Arrivals — From Tampa: Angel L. Cuesta, Sr., of Cuesta, Rey & Company; Francisco Arango, of Francisco Aranga & Company.

Departures — To Tampa: Francisco Arango and Facundo Arguelles.

To New York: F. E. Fonseca.

To New Orleans: Charles E. Beck.

Cigars

Most of our cigar manufacturers are complaining now that the orders from the United States are rather far between, and are calling only for small quantities of the current sizes, therefore, we presume, we are feeling already the effects of the universal war, as probably the well-to-do people are economizing in smoking less of our cigars, or otherwise switching off to the cheaper sizes of the domestic Havana cigars. How Great Britain may treat us in the coming year, from June 1, 1917, to May 31, 1918, remains to be seen yet, although we can hardly hope for a more liberal policy; in fact, the fear is expressed that possibly our allotment may be cut down from one-third to one-quarter of the imports in the year 1915. France up to now has given us fair orders, but it is doubtful whether she will be able to continue as heretofore. The calls from Spain constitute a relief for our factories, as the demand for the dark colors has not subsided yet. Canada and the rest of the smaller countries do not show any improvement worth mentioning.

Romeo y Julieta still stands at the top of our busy factories in having good orders for all the countries of the world. Don Pepin Rodriguez is getting ready for his annual visit to Spain, his mother country, and France, where he usually spends part of his vacation and combined with business. He has taken passage by the Spanish steamer "Infanta Isabel," which is scheduled to leave Havana on the 11th instant.

Partagas has also kept up wonderfully well, considering the dull season of the year, and instead of having decreased the number of cigarmakers, it increased them to some extent. The hustler, Robert E. Lane, has made further inroads in his territory, the United States and Canada, and has been sending good orders all the time.

H. Upmann continues to work normally, as the H. Upmann brand is too well known all over the globe to command anything but a steady demand from its faithful customers.

Punch has likewise up to now never been lacking orders from the connoisseurs of our not-to-be-beaten Havana cigars.

Sol and Devesa de Murias are getting their share of orders from most of the countries which are importing Havana cigars.

All of the other factories are working rather slow just at present, with diminished forces, on account of the scarcity of orders.

Other Notes of Interest

Saturnino Alvarez, who was the manager having the supervision of the cigar factory, Partagas, and who had an interest in the firm of Cifuentes, Pego & Co., has retired to private life on account of his health.

The untimely death of Tomas B. Mederos, in consequence of an operation at New York, has been felt deeply in the trade, as he was universally liked. As the corpse has been brought here for interment, the funeral tomorrow will doubtless be a great manifestation of the respect he enjoyed in life. The deceased was a Mayor of the city of Havana, appointed by General Wood during the latter's administration, and the senior partner of the firm of Tomas B. Mederos, Hermano e Hijo, leaf dealers and tobacco planters, owning vegas in the Partido district, famed for its excellent quality.

Remedios 8a have been selling as high as $50 per qq. on a resale, as this grade had been exhausted in first hands some time ago. Under normal conditions this class of leaf commanded only from $20 to $25 per qq.

Manuel Suarez Company bought 500 bales of leaf for account of its customers during the last two weeks, a large part of which was acquired by Francisco Arango & Company, of Tampa, when Don Pancho was in town, and consisted of the new libre de pie.

Herrera, Calmet & Company sold 266 bales of Remedios from their holdings during the last two weeks.

Leslie Pantin was a buyer again, for account of his Northern clients, of 400 bales of various kinds of leaf tobacco.

Manuel A. Suarez & Company were sellers of 163 bales of Vuelta Abajo and Remedios leaf during the ultimate fortnight.

Calixto Lopez & Company were buyers of 269 bales of leaf tobacco for export, as well as for their cigarette factory.

Jose F. Rocha disposed of 78 bales of Vuelta Abajo and Partido to his customers lately.

Shippers above 200 bales of leaf tobacco from the port of Havana during the last two weeks were:

Cuban Land and Leaf Tobacco Company, 1846 bales; dez & Company, 438 bales; I. Kaffenburgh & Sons, 416 bales; Walter Sutter & Company, 896 bales; Leslie Pantin, 766 bales; J. Bernheim & Son, 743 bales; Jose Suarez & Company, 593 bales; Manuel Suarez Company, 467 bales; Menendez & Company, 438 bales; . Kaffenburgh & Sons, 416 bales; M. A. Kunst & Company, 406 bales; Ernest Ellinger & Company, 393 bales; Y. Pendas y Alvarez, 318 bales; Perez, Capin & Company, 274 bales; Calixto Lopez & Company, 247 bales; Havana Tobacco Stripping Company, 212 bales.

Oretaniv.

Dealers Discard "Boosting" Machines in Elgin, Ill.

The high cost of living scored another victory when practically every cigar store in the city of Elgin, Ill., took out its "trade machines."

Two years ago machines were put in as a profit-sharing scheme and incidentally as trade boosters.

Smokers would drop their nickel in the machine, and if fortune smiled, they received one, two or four extra cigars. They were given five cents' worth on every play. The machines were not gambling devices, as it was impossible to lose.

When the wholesale price of cigars was boosted several months ago several devices were used to cut down the "winnings." Another big boost recently forced the dealers to take out the machines altogether.

Now the cigar smokers must content themselves with one cigar for five cents straight.

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS
PAYABLE IN ADVANCE

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Cigars Wanted

WANTED—Cheap banded cigars. Address Box 211, care of the "Tobacco World."

Salesman Wanted.

CIGAR LABEL SALESMAN WANTED—By New York lithographer turning out high-class work only. One with some experience preferred. Apply with full particulars to Box 208, "The Tobacco World."

For Sale.

FOR SALE—Three Universal Stripping Machines, in first-class condition. Write Commercial Cigar Company, Newark, Ohio.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 172 Water Street, New York.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services

Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CAMERON'S EUTOPIA MIXTURE:—40,198. For cigarettes and tobacco. April 18, 1917. Cameron Tobacco Co., Richmond, Va.

PUSSY WILLOW:—40,199. For all tobacco products. March 24, 1917. American Litho. Co., New York City.

EL-REES-SO:—40,200. For chewing and smoking tobacco. March 29, 1917. El-Rees-So Cigar Co., Greensboro, N. C.

HOTEL COMMONWEALTH:—40,203. For all tobacco products. April 21, 1917. Commonwealth Hotels Cigar Co., Inc., New York City.

COMMONWEALTH HOTEL:—40,204. For all tobacco products. April 21, 1917. Commonwealth Hotels Cigar Co., Inc., New York City.

T. A. C.:—40,205. For cigars, cigarettes and cheroots. April 4, 1917. Davis Cigar Co., Inc., Detroit, Mich.

FACTORY SHORTS:—40,206. For cigars, cigarettes, cheroots and stogies. April 23, 1917. Union-American Cigar Co., Pittsburgh, Pa.

NATURAL CURE:—40,207. For cigars, cigarettes, cheroots and stogies. April 23, 1917. Union-American Cigar Co., Pittsburgh, Pa.

BEST PICK:—40,208. For cigars, cigarettes, cheroots and stogies. April 23, 1917. Union-American Cigar Co., Pittsburgh, Pa.

AMERICAN GUNNERS:—40,209. For cigars, cigarettes, cheroots and stogies. April 23, 1897. Union -Aemrican Cigar Co., Pittsburgh, Pa.

TIPPECANOE ATHLETIC CLUB, DETROIT, MICHIGAN:—40,210. For cigars, cigarettes and smoking tobacco. April 20, 1917. M. A. LaFond & Co., Detroit, Mich.

LA SITUATION:—40,213. For all tobacco products. April 24, 1917. American Litho. Co., New York City.

ENVELLA:—40,214. For all tobacco products. April 25, 1917. American Litho. Co., New York City.

MAGYAR HUSZAR:—40,215. For cigars, cigarettes and smoking tobacco. April 26, 1917. H. Rippen, Perth Amboy, N. J.

TRANSFERS

PUSSY WILLIOW:—18,769 (U. R. B.). For cigars. Registered March 26, 1900, by Sheip & Vandegrift, Philadelphia, Pa. Transferred to American Litho. Co., New York City, on March 23, 1917.

WALL SRTEET:—8,238 (Tobacco Leaf). For cigars, cigarettes, cheroots and smoking tobacco. Registered March 7, 1894, by Dominguez Bros., Philadelphia, Pa. By various transactions was acquired by Samuel P. Fehr, Reading, Pa., on April 10, 1916.

WALL STREET CLUB:—8,237 (Tobacco Leaf). For cigars, cheroots, cigarettes and smoking tobacco. Registered March 7, 1894, by Dominguez Bros., Philadelphia, Pa. By various transactions was acquired by Samuel P. Fehr, Reading, Pa., on April 10, 1916.

ED. HOWE:—14,245 (Tobacco Leaf). For cigars and cigarettes. Registered November 3, 1897, by Smith & Priest, Bridgeport, Conn. Transferred to Wadsworth-Campbell Box Co., Detroit, Mich., on April 7, 1917.

CLITO. For cigars. Registered by F. Heppenheimer & Son, New York City, on May 3, 1886. Transferred to Jose Vega, and retransferred to American Litho. Co., New York City, on March 26, 1917.

The Harmon Cigar Company, of Chicago, has recently been incorporated with a capital stock of $10,000. The incorporators are Adolph Harmon, Morris A. Weinberg and Louis L. Kahn.

"Trade Acceptance" Bureau Established in New York

A "Trade Acceptance Bureau" has been established at 41 Park Row, New York City, by the National Association of Credit Men for those concerns who wish to make use of it in the conduct of their business, and they will be glad to answer anything you may wish to know in regard to "Trade Acceptances," whether the inquirers are members of the organization or not.

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS SINCE 1854

The Right Man Can Be Found Through The Business Opportunities Page. *Try it.*

GUMLESS BANDS
SANITARY AND EFFICIENT
FINEST IMPORTED
Cigar Bands and Labels
GARRETT H. SMITH
United States and Canadian Representative
Compañia Litográfica de la Habana, Habana, Cuba
106 EAST 19th STREET, NEW YORK CITY
Telephone, Gramercy 4880

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Leaf Tobacco Held by Manufacturers and Dealers April 1, 1917

These statistics represent for dealers in and manufacturers of tobacco other than the original growers: (1) The quantity of leaf tobacco reported as held by manufacturers, who, according to the returns of the Commissioner of Internal Revenue, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars or 1,000,000 cigarettes, and by dealers in or manufacturers of leaf tobacco, who, on an average, had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year; (2) all imported leaf tobacco in United States bonded warehouses and bonded manufacturing warehouses.

Pounds of Leaf Tobacco on Hand

Types	April 1 1917	April 1 1916
Aggregate*	1,406,133,573	1,418,091,519
Chewing, smoking, snuff and export types: Total	1,044,431,775	1,001,860,229
Burley	323,191,432	319,436,475
Dark District of Kentucky and Tennessee: Total	347,732,143	245,175,755
Dark fired of Clarksville, Hopkinsville and Paducah Districts	219,285,905	148,132,869
Henderson	19,008,080	12,087,068
Green River	65,321,153	55,266,237
One Sucker	44,117,005	29,689,581
Virginia Sun Cured	9,168,844	11,758,277
Virginia Dark	55,026,657	57,562,228
Bright Yellow, District of Virginia, North Carolina and South Carolina	297,701,301	358,238,479
Maryland	9,050,470	6,457,050
Eastern Ohio Export	1,947,015	2,749,881
All other domestic, including Perique-Louisiana	613,913	482,084
Cigar types: Total	312,470,336	356,008,249
New England, including Connecticut: Total	61,598,062	67,731,554
Broad leaf	28,619,683	33,688,942
Havana seed	29,515,296	31,437,832
Shade-grown	3,463,083	2,604,780
New York	3,634,216	6,305,286
Pennsylvania	90,751,312	109,391,882
Ohio	84,505,282	74,190,735
Wisconsin	62,591,617	86,795,711
Georgia and Florida	5,459,062	6,644,540
Porto Rico	3,493,808	4,683,810
All other domestic	436,977	264,731
Imported types	49,231,462	60,223,041

*Leaf tobacco on hand April 1, 1917, includes 892,415,653 pounds, for which the "marked weight" was reported (i. e., weight at time it was packed or baled), and 513,717,920 pounds, for which the "actual weight" was reported. The corresponding amounts included for 1916 were 906,315,035 and 511,776,484 pounds, respectively; for January 1, 1917, 632,550,784 and 412,334,324 pounds, respectively, and for October 1, 1916, 621,038,539 and 411,980,176 pounds respectively. Allowance should be made for shrinkage on the amounts for which "marked weight" was reported, in order to ascertain the actual weight. The total for April 1, 1917, includes 1,279,383,697 pounds of unstemmed and 126,749,876 pounds of stemmed leaf tobacco.

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of HAVANA TOBACCO
168 Water Street . . . . . New York

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouse: CAYEY New York Office: 178 WATER STREET

J. K. LEAMAN
Packer of and Dealer in Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-in-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

CARDENAS y CIA Cable Address, "Nasdecar"
Almacen de Tabaco en Rama
SPECIALTY—VUELTA ABAJO AND ARTEMISA
126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
=Leaf Tobacco Merchant=
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

CigarRibbons Largest assortment of Plain and Fancy Ribbons
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WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
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Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)
Growers, Packers and Dealers in **Leaf Tobacco**
Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

Employment Conservation

EVERY manufacturer realizes acutely the necessity of maintaining a reliable and steady working force. The estimate is made that $45 per capita is the average cost of breaking in a new employee. This has been under the old methods an inescapable expense. Its magnitude may be imagined when, in taking the country as a whole, we are told that many large plants, in order to maintain a fixed number of workers, have every year to hire quite double the number actually working under normal conditions.

Thus a factory employing 1000 men would in the course of a year be at an expense of $45,000 for breaking in new men.

Certainly, taking in the whole country, this example would be above the average, but it is probably within bounds to estimate for the whole country a forty per cent. movement, i. e., for every 100 employees required as a regular force, 140 would appear on the pay roll during the year.

The employee being interested only in his pay envelope and protection against time of need, while the employer's interest is confined to securing the most efficient service from the employee, the problem to be worked out is how to harmonize the two factors in the equation so that both may get what they want. Group insurance, workmen's compensation laws, state insurance are all efforts being made to solve this problem.

Now comes the Fell suggestion which may be entitled "pension insurance," though it involves much more than the pension idea. There is nothing complicated about it. It may be worked out through the employer and employees directly, or through a benefit association operated by the employees.

Space forbids going into details, but briefly it may be said that there is compulsory retirement at sixty-five years of age. The employee pays a fixed percentage of his pay, and the employer pays on an ascending scale according to length of service. The employee has life insurance, disability value, loan value, pension value and refund value. To illustrate. A young man enters at twenty years of age, wages $18 per week. Both he and the employer pay the agreed percentage during five years. During this period the employee has a life insurance policy of $2217. At the end of the fifth year he has paid in $234; he can borrow $168 in case of sickness or he can cash his contract for $126 and retire from membership.

Suppose, however, he stays on until sixty-five, he can then draw out $7341 in accordance with the contract provisions, or he can retire on a pension of $677 per year for life and in the event of his death within ten years the pension will continue, for the full period of ten years, to his dependents or relatives. In addition to all this there is an actual refund value to both employee and employer in case employee leaves the service.—"Cotton."

"United" Sales Make Further Gain in March

Sales of the United Cigar Stores Company in March increased $650,000 over the same month a year ago. This represents the largest gain of any month in the history of the company, with the exception of last December over December, 1915.

Sales of the United Cigar Stores Company since January 1, a three months' period, have increased $1,600,000 over the first quarter of 1916. This indicates that the gain for the full year will run well above the forecast of $4,000,000, made by President Edward Wise some time ago.

Continuance of the rate of increase throughout the twelve months would bring sales for 1917 up to more than $12,000,000, as compared with $36,000,000 in 1916.

Tobacco Is Foe of Germs

Some weeks ago I wrote an article on the use of tobacco and the demand the soldiers and sailors made for it, and one of the leading Louisville dailies heads it "Tobacco a Military Necessity," and little did I then know, or dream, that the truth of that heading had been demonstrated by actual test and observation, as the following Berlin press note shows:

A German army surgeon of high rank reports in a medical journal that tobacco protects the soldiers in the field against contagious diseases. The physician made extensive investigations on the eastern and Rumanian fronts, and the statistics collected by him show that the men addicted to the use of tobacco seldom became victims of malaria or typhoid.

"In the fever-ridden lowlands and marshes of the Dniester I noticed that our soldiers remained well even under the worst weather conditions as long as they smoked tobacco, cigars and cigarettes," the physician writes.

"Whenever our tobacco supply gave out the cases of typhoid and malaria became quite numerous. I made similar observations in the unhealthy marshes along the Pripet and the Sereth. Other physicians with whom I discussed the result of my investigations assured me they also had observed the immunizing effects of tobacco.

"My theory was further strengthened by reports I received from the marshy districts of the Dvinsk front and from Mesopotamia. To test the effect of tobacco smoke on bacilli of different kinds, I made a number of experiments and found that it kills malaria, smallpox, typhoid and even cholera germs in a short time. For this reason I consider it my duty to appeal to the public to send as much tobacco as possible to the men at the front."

In the face of these proven facts, how can Kentucky, that raised last year 435,000,000 pounds, and all grabbed up inside of four months, at prices that had no parallel in the annals of trade history, hesitate or doubt but that there will be a strong demand by warring nations this year?

We have been relied on for a century to supply the tobacco demand, large manufacturing interests at home and abroad have relied on us to produce their needs, other states cannot raise it as we do, for want of climate and suitable soil, and have not the trained labor and necessary barns and equipments, whereas they can raise food products. Let them add to their products in abundance and leave Kentucky to attend to their tobacco needs.—E. T. Robards in "Farmers' Home Journal."

Lancaster County 1909 Tobacco About All Sold

As a factor in the Lancaster tobacco market the 1909 crop, probably the most generally condemned tobacco ever grown in Lancaster County, has passed out of existence, what little remains in the hands of local dealers not counting. Originally there were approximately 65,000 cases, grown on nearly 16,000 acres, and the growers received a trifle less than eleven cents a pound for the bulk of it, though as high as twelve and thirteen cents was paid for a lot of it. Most of the crop was bought by local packers, who were not long in learning that they were the owners of an article that was a bad burner and was too strong for the ordinary smoker.

The crop, too, came in at a time when the market was glutted with good tobacco. The 1909 crop would not sell except in small jobbing lots to the manufacturers of cheap cigars. More than half the packing remained in the dealers' hands until after the present war opened, when agents for foreign Governments began buying it for the soldiers. By the time these agents got what they wanted old tobacco was getting scarce and the final closing out of this packing was due to the extreme scarcity of all other kinds of old leaf tobacco.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

MENDELSOHN, BORNEMANN & CO.
HAVANA & PORTO RICO TOBACCO
196 WATER STREET, NEW YORK
PACKING HOUSES: HAVANA, CUBA, CATAÑO, PORTO RICO

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

Havana Warehouse Monte 167 Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS **90 Wall St., New York**

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets.
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

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Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD, STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
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322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Parmenter Wax-Lined
Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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HEYWOOD STRASSER & VOIGT LITHO. CO.

26th STREET & 9th AVENUE NEW YORK

MANUFACTURERS OF

CIGAR BOX LABELS

BANDS AND TRIMMINGS

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179 West Washington St., Chicago, Ill.

CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

PHILADELPHIA OFFICE
322 Chestnut Street

SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

THE MOEHLE LITHOGRAPHIC CO.

CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.

CIGAR LABELS & BANDS

BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR BOX LABELS
BANDS AND ADVERTISING

American Lithographic Co.

NEW YORK

Established 1834

WM. F. COMLY & SON Auctioneers and Commission Merchants

27 South Second Street, Philadelphia

REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets

AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE

¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known

Racine Paper Goods Company

Sole Owners and Manufacturers

RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL

22nd St. and Second Ave., NEW YORK

MANUFACTURER OF ALL KINDS OF

CIGAR BOX LABELS

AND TRIMMINGS

CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.

WM. STEINER, SONS & CO.

257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.

LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY

SKETCHES FURNISHED UPON REQUEST

EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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INTENTIONAL SECOND EXPOSURE

WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

1117 Broadway
New York

J. Peterson
PRESIDENT

PHILIPPINE TOBACCO CO., Inc.

Manufacturers of High Grade Manila Cigars
AND
Exporters of Leaf Tobacco

EXCLUSIVE BRANDS FOR DEALERS ORDERING LARGE QUANTITIES

CORRESPONDENCE SOLICITED

Cable Address "PITCO," P. O. Box 654, Manila, P. I.

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

Mr. Dealer—This Sign on Your Window —

JOHN RUSKIN CIGAR 5¢

[Sign—red and

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at **5¢** and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.
The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

THAT'S WHY—

The sale of **Bold Cigars** continues to increase—**the quality remains ever the same.**

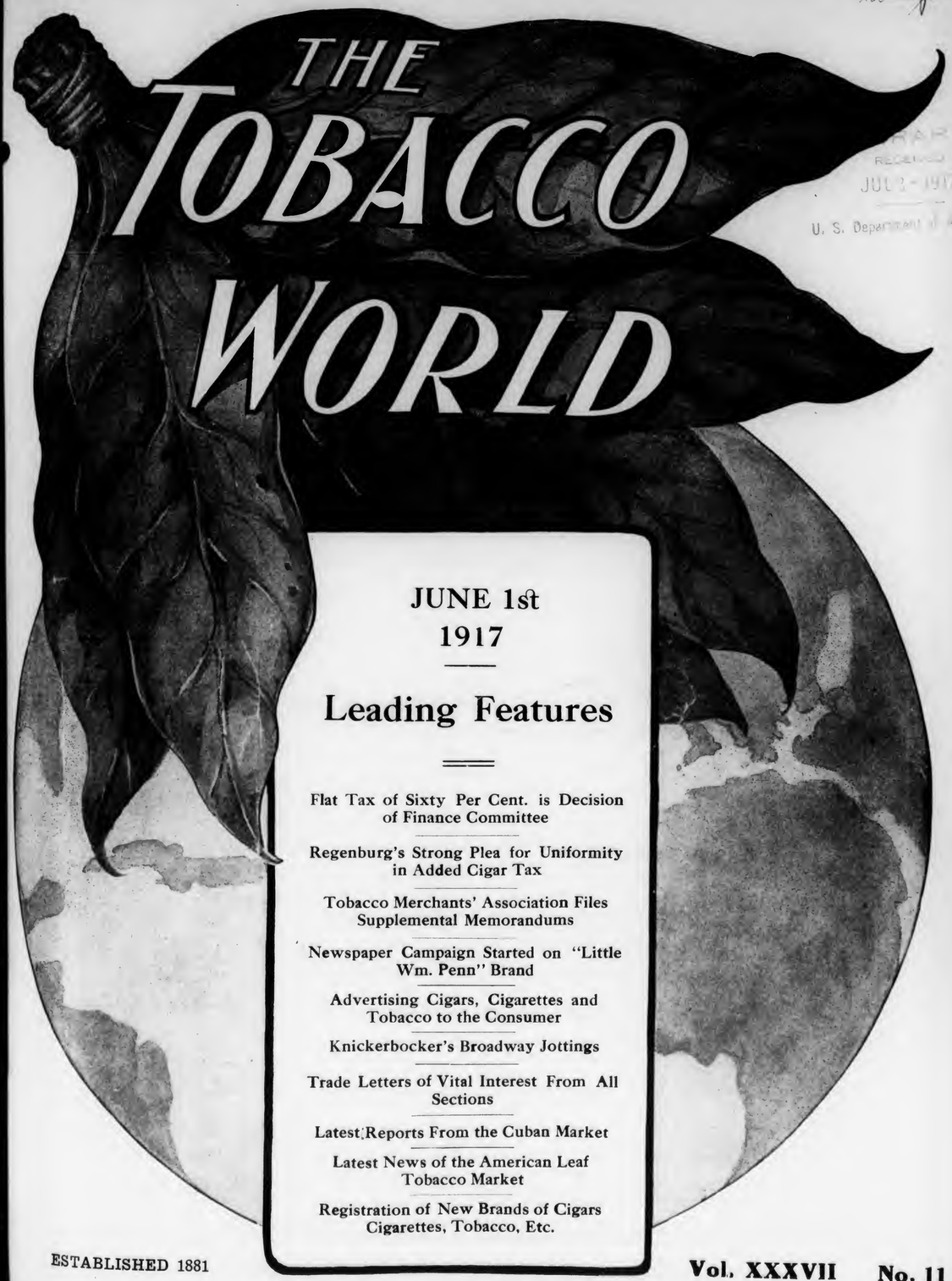
Bold is known and deserves to be known as the nickel cigar

"Above All"

The ever increasing prices of tobacco, in fact everything necessary for the manufacture of Bold, has not deterred its quality. In fact, we shall always maintain

BOLD
"Above All"

BOBROW BROS., Philadelphia



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To Be

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We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

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Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Mr. Dealer-This Sign on Your Window —

JOHN RUSKIN CIGAR 5¢

[Sign—reduced from]

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at **5¢** and the best nationally advertised brand.

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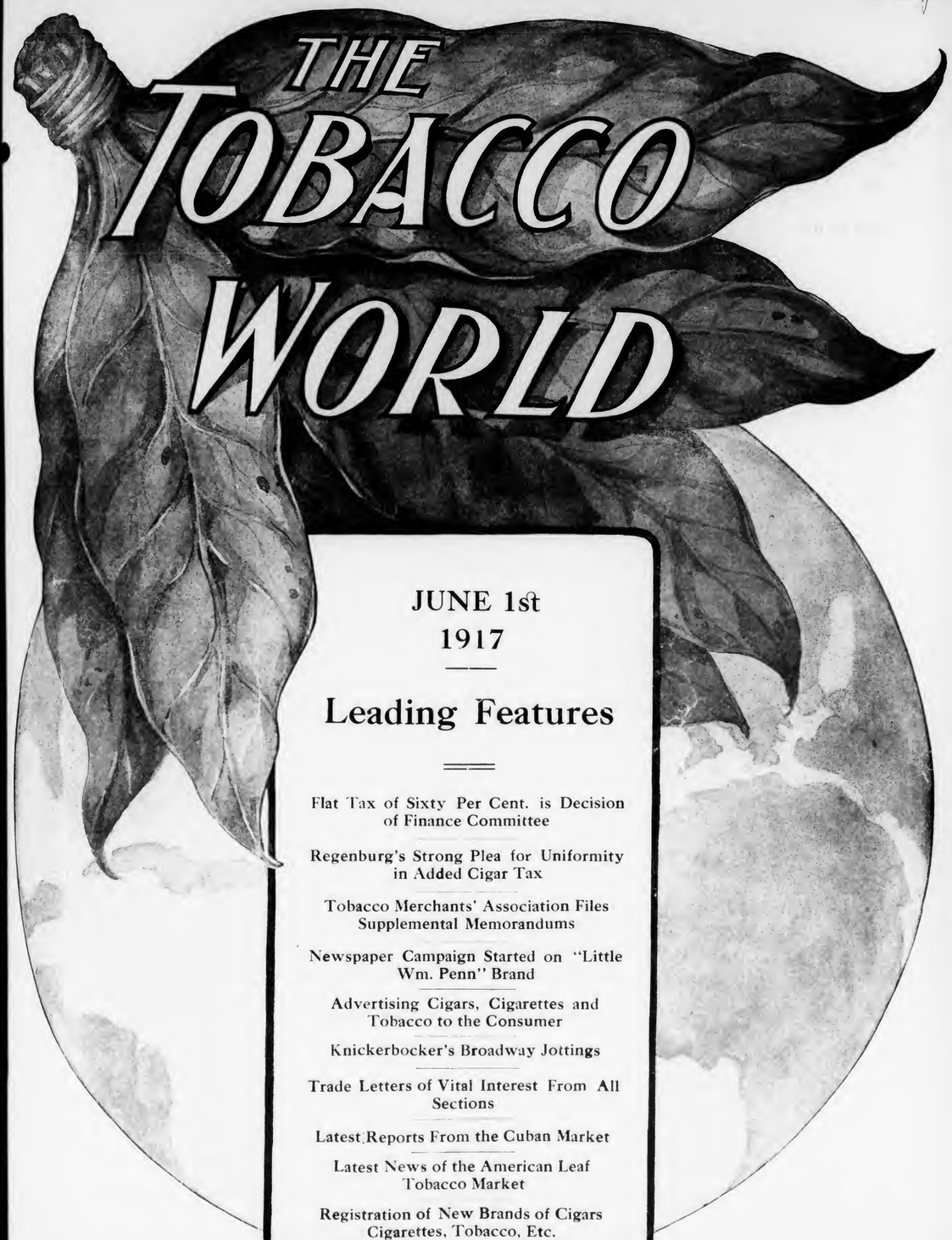

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INTENTIONAL SECOND EXPOSURE

F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

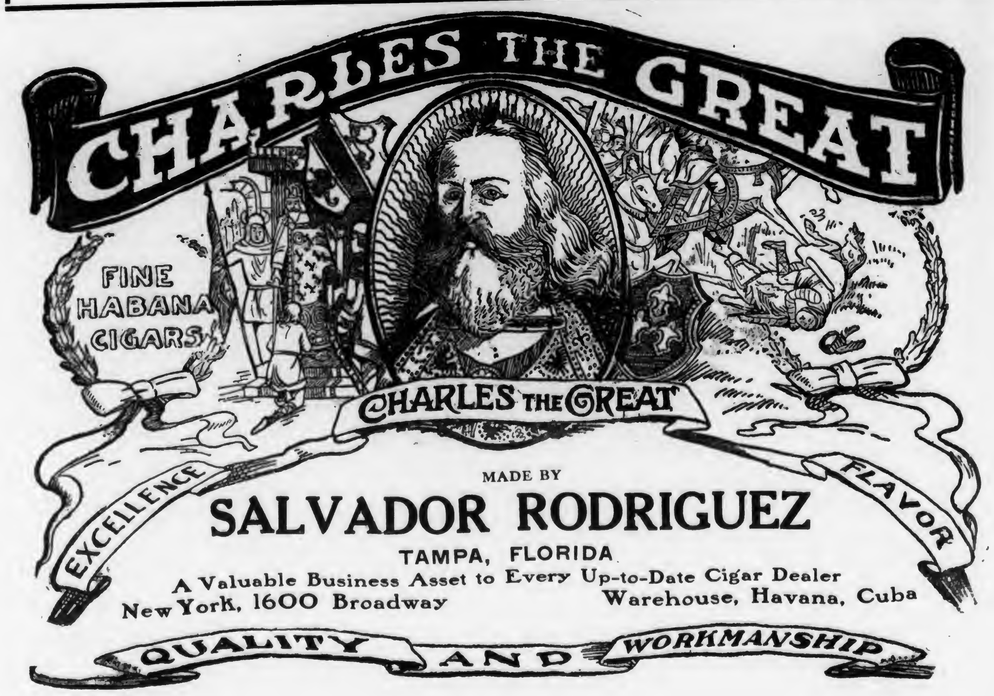
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



La Flor de Portuondo

"EL GRANDE"

The Juan P. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER
CLEAR HAVANA
CIGARS
Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

Hamburger Bros. & Co.

IMPORTERS OF

Havana and Porto Rico Tobacco

ANNOUNCE THEIR REMOVAL

TO

222 PEARL STREET

NEW YORK CITY

EISENLOHR'S

Cinco

CIGARS

reduce selling cost—because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS.,
INCORPORATED
PHILADELPHIA.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

Partners: Father Time Ages VELVET. Mother Nature Mellows It.

An Unbeatable Team: Time and Nature.

When tobacco manufacturers try to substitute hurry-up curing methods for slow, natural ageing of tobacco, you smokers pay the price.

There is no better method of bringing out the mellowness and mildness of "Kentucky's best" than two years' natural ageing in wooden hogsheads.

Think about that over a pipe of VELVET.

Liggett & Myers Tobacco Co.

Thar ain't a whole lot of difference between a ripe persimmon an' a nearly ripe one—on the outside. Some of these nearly matured tobaccos sorter favor VELVET in looks.

Velvet Joe.

One of the advertisements in the "Bigger than Ever" Velvet Smoking Tobacco Advertising Campaign.

Watch the magazines and newspapers.

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!

Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality

10c FOR PACKAGE of 10

Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.

LIVE DISTRIBUTORS WANTED

E. H. GATO CIGAR COMPANY

FOR FORTY YEARS THE STANDARD

By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.

New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.

47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE	FACTORY	WAREHOUSE
222 PEARL STREET NEW YORK	TAMPA FLORIDA	LEALTAD 129 HAVANA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

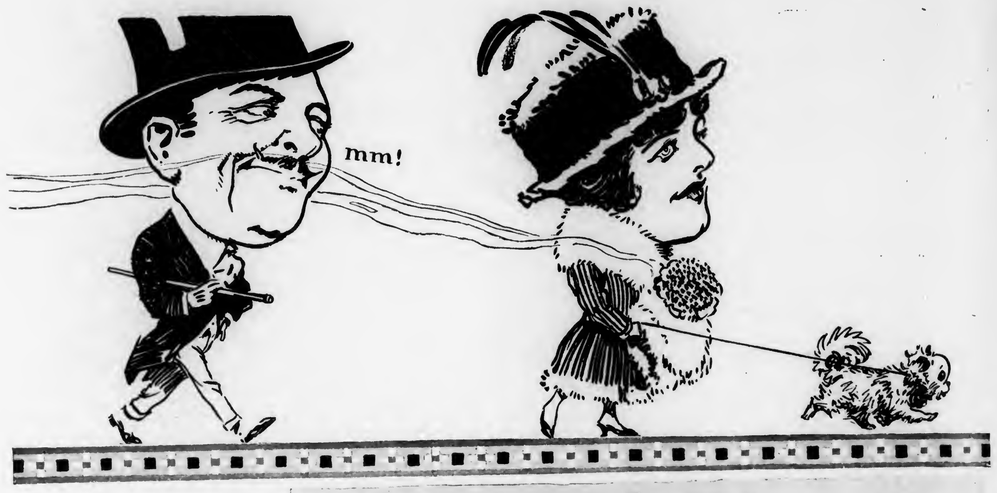
U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR



HOW do you know she's wearing your violets?

"Your Nose Knows"

You sent them because of their *fragrance*. And how personal the message you expect that fragrance to convey. How perfectly you trust it. Trust likewise your sense of *fragrance* in choosing your tobacco. Depend upon it. It will never deceive you. A tobacco with a *pure fragrance* will always satisfy—"Your Nose Knows."

Such a tobacco is

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

Its *pure fragrance* is the pure fragrance of Nature. The rich, ripe, Burley leaves of which Tuxedo is blended are the sunshine tips of the best plants of Old Kentucky. Their *pure fragrance* is the soul of tobacco—"Your Nose Knows."

Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment.

"Your Nose Knows"

5 cent BAGS
10 cent TINS
HALF and FULL POUND GLASS HUMIDORS

Guaranteed by The American Tobacco Co.

One of the Current TUXEDO magazine advertisements

LIPSCHUTZ'S
44
CIGARS

"44 Cigar Co." Philadelphia

By Special Appointment

To the Late King Edward VII

Philip Morris Cigarettes

The World's Oldest High-grade Turkish

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Good Merchandising

Good merchandising has been described as selling QUICK at a profit. Featuring good and profitable products is sure to result in QUICK sales. There are no complaints on goods of this character, and there is always an opportunity for new business.

LA FLOR DE R. A. BACHIA cigars are good and profitable products. They will sell quickly and will satisfy your most particular customers.

THE REPEAT SALES PROVE THE MERIT OF

BACHIA'S HAVANA CIGARS

"FOR MEN OF MEANS"

"THE BAND IDENTIFIES"

Depend on nationally known products to maintain and increase your business. From coast to coast smokers of good cigars demand La Flor de R. A. Bachia. This is proof of the PRESTIGE of BACHIA'S cigars.

Men who sell BACHIA'S cigars do more business with less work and worry and get a larger return for their money.

LA FLOR DE R. A. BACHIA is a cigar that will meet the requirements of those of *your* customers who know and smoke good cigars. GET THE FACTS ABOUT THEM FROM HEADQUARTERS.

WRITE

R. A. BACHIA & CO.

MANUFACTURERS

43-47 West Sixteenth Street

NEW YORK CITY

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of

SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

INSURE YOUR BUSINESS

BRANDS which maintain their standard of quality year in and year out under any and all conditions, and which offer the retailer a legitimate profit, are the only brands that can afford to be advertised economically.

The brands listed on this page are consistently advertised because they meet these requirements, and they will mean an ever increasing volume of business to the retailer who displays them in his showcase.

You want merchandise that you can depend upon. You want merchandise that sells rapidly. You want the confidence of the consumer.

The selling of good brands intelligently advertised is good business insurance.

General Cigar Co., Inc.

NEW YORK CITY

SOL HABANA

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always a little better than Havana's Best

LA DEVESA DE MURIAS HABANA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL

S. Loewenthal & Sons

Importers of Havana and Packers of Leaf Tobacco

123 MAIDEN LANE, NEW YORK

Every crumb of FRAT Tobacco fully measures up to Patterson quality traditions.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.

Original Pattersons of Richmond, Va.

"LA MEGA" *MADE IN BOND*

HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP

V. Guerra, Diaz & Co., Tampa, Fla.

M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa } Calcutta, 10 Government Place / Alexandria, Rue Cheriff Pacha } CAIRO, Head Office and Factory / Hamburg, 18-20 Grouse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, JUNE 1, 1917. No. 11.

REGENSBURG'S STRONG PLEA FOR UNIFORMITY IN ADDED CIGAR TAX

Argument Presented to Senate Committee—Condemns House Proposal of Graded Tax—Finance Committee Decides on Sixty Per Cent. Flat Increase Instead of One Hundred

THERE is hardly any doubt that the appended argument which was presented to the Senate Committee on Finance, while drafting the new War Revenue Bill had much weight with Senator Simmons, the Chairman, and his confreres in the final decision of the Committee to place a uniform additional tax of 60 per cent. on cigars and tobaccos as announced on the 30th ult.

This argument was in the form of several letters to the Committee prepared by Mr. Isaac Regensburg, treasurer of E. Regensburg & Sons, who manufacture both five-cent and ten-cent cigars, and they were sent to Washington during the past fortnight, copies at the same time being submitted to Senators Calder and Wadsworth, of New York State, and to Senator Lewis, of Illinois, the Democratic whip of the Senate.

Mr. Regensburg said:

"We recommend a uniform tax on cigars weighing over three pounds per thousand. Same would tend to work out for the benefit of all concerned and particularly for the Government, which wishes to increase its revenue. If five-cent cigars are to be taxed one dollar, why is it proposed to tax cigars selling for double this rate three times as much. It is neither fair nor equitable. The last or previous revenue increase on cigars weighing over three pounds per thousand was a uniform tax of sixty cents per thousand, but it was uniform. The Government will be benefited, and the trade in general would be benefited if a uniform tax, no matter what the amount might be, was applied, so long as it is uniform per thousand cigars. The tax as proposed in its present form could in our opinion be considered under the statute known as the Sherman Law in restraint of trade, since the same is not equitable or fair.

Favors Certain Makers

"Besides, the Government would unconsciously favor manufacturers who make cigars out of cheap material and a combination of cheap domestic tobaccos, to fool the public into paying high prices for inferior merchandise as against cigars of high quality and workmanship, by reason of the Government's unconscious indorsement of their product against better class cigars. The tax in our opinion as stated above should be a uniform tax per thousand cigars weighing over three pounds.

"The paramount thing to consider is a uniform tax on cigars weighing under 3 lbs. and a uniform tax on cigars weighing over 3 lbs.; no matter what the increased tax might be, it should be uniform throughout. The Government has heretofore received a fair and substantial sum through its Revenue Department on taxation of cigars, little cigars, cigarettes and tobaccos, but it has been the custom to tax on the basis of 1000 which has been the standard of taxation in our industry. In line with weights and measures, there should be a standard for taxa-

(Continued on Page 16)

TOBACCO MERCHANTS' ASSOCIATION SUGGESTS OTHER CIGAR PACKAGES

Wants Provision for 7, 8 and 16 Cigars in Packing—Supplemental Briefs Filed—Suggest Reduction of Graduated Tax—Fear Loss of Revenue if House Provisions Prevail.

BESIDES filing supplemental briefs in regard to the provisions in the Revenue Bill for the taxation of cigars, cigarettes and cigarette tubes, and stock on hand, members of the Finance Committee of the Senate received a letter from the Tobacco Merchants' Association, which read in part as follows:

We do not seek to avoid paying a just and proper share of additional revenue, although our industry is already taxed to the extent of $100,000,000 in internal revenue and about $30,000,000 in tariff duties, which is more than twice the amount of its aggregate earnings, and we may truthfully say that we do not even seek to reduce the aggregate amount of war tax that the Government would derive from our industry under the rates fixed by the House Bill.

We do, however, most earnestly protest against the rates of the war tax fixed by the House, for it is our sincere belief that, allowing for a loss of at least 25 per cent. of business that must necessarily follow if the rates fixed by the House should be adopted, an increase of 40 per cent. of the existing tax rates without loss of business will yield as much, if not more, revenue to the Government than the proposed increase of 100 per cent. would produce.

For a mathematical demonstration of this proposition, the following figures are respectfully submitted:

Present Amount of Internal Revenue Collected,	$100,000,000
Present Amount of Customs Duties Collected.	30,000,000
Total,	$130,000,000
One hundred per cent. increase of Internal Revenue,	100,000,000
Total,	$230,000,000
Deduct 25 per cent. for loss of business,	57,500,000
Net Amount Collectible,	$172,500,000
Present Collections,	130,000,000
Net Gain,	$ 42,500,000

Under the schedules proposed by this Association (see pages 150-152 of the Hearings), the Government would derive the following additional revenue:

Cigars and Little Cigars,	$10,500,000
Manufactured Tobacco, including Snuff,	16,500,000
Cigarettes,	15,000,000
Total,	$42,000,000

Thus the difference between the 100 per cent. increase fixed by the House Bill and the rates proposed by our schedule is only $500,000.

(*Continued on Page 18*)

THE TOBACCO WORLD

ESTABLISHED 1881

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH BY
THE TOBACCO WORLD CORPORATION

J. LAWTON KENDRICK, Treasurer

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PHILADELPHIA — Keystone Telephone—Main 1824

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HOBART BISHOP HANKINS ..... Advertising Manager

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TAMPA MILWAUKEE LANCASTER CINCINNATI
HAVANA, CUBA, OFFICE—PERSEVERANCIA 8, CARLOS M. WINTZER
Representative

Subscription in United States, Postage Paid ..... $2.00 per Year
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Single Copy ..... 15 Cents

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New York Offices, 5 Beekman Street.

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We wonder how many of our readers have given a serious thought to the situation that most of the publishers of trade journals and magazines are in today, particularly those whose demands are comparatively small with circulations ranging from five to fifteen thousand copies an issue.

The Paper Situation

The familiar goldenrod cover of the TOBACCO WORLD is missing this issue because we have been notified of a further advance in the price of the stock which is an increase of more than 200 per cent. above the normal price. We have been paying an increase of 165 per cent. for our inside stock. In the course of a year our expenses for these two items have increased several thousand dollars. It becomes necessary to abandon certain features of the publication or drop the cover temporarily. We have chosen the latter course, believing that such an economy will not in any way injure the established standards of the paper.

Since all of our readers face similar situations in one field or another, we know that they will appreciate our position at the present time, and lend their hearty co-operation.

Senate Committee Fixes 60 Per Cent. Added Tax

Welcome news came from Washington last Tuesday to the effect that the Senate Committee on Finance in handling the provisions of the War Revenue Bill, had decided to impose a tax increase of 60 per cent. upon tobacco, cigars, little cigars and cigarettes, as against the increase of 100 per cent. on tobacco and $3 per 1000 on cigars selling at 10 cents or over, and $1 per 1000 on 5-cent cigars as provided for in the House bill.

This action of the Senate Committee was only taken after very careful consideration, and after they had consulted with a number of tobacco trade experts. The concensus of opinion of the experts was that if the heavily taxed tobacco industry was much further loaded down, the only result would be a sharp diminution in output, and a consequent loss of internal revenue. The 60 per cent. additional tax provided for was declared to be the absolute maximum which the industry in all its branches could now handle as an additional burden.

It was further decided by the Committee to omit any additional taxation on the stogie manufacturers other than that at present in force, and this was directly along the same line. Stogies are essentially the smoke of the poor, and advances in the price of them to any higher figures would almost surely result in a largely curtailed output. Stogies which formerly sold at five for ten cents or two cents apiece, cost today at least two for five, and in some cases, bring three for ten cents, so that if the makers of these goods were compelled to absorb much more expense, the industry would surely suffer to a marked degree.

Many manufacturers of the higher grade cigars will be delighted to see that the Senate Committee has heeded their appeal not to make any discrimination in the uniformity of the tax on cigars, i. e., $3 per 1000 on ten-cent cigars and upwards, and $1 per 1000 on five-cent cigars, as the House Bill provided. While this proposal of the House Committee was quite satisfactory to all the manufacturers of five-cent cigars, yet even among the ranks of these there was a feeling that a uniform tax had better prevail. Elsewhere will be found a very succinct argument protesting to the Senate against a lack of uniformity in the taxing of cigars, which argument was prepared by Isaac Regensburg, of E. Regensburg & Sons, and this and others, no doubt, influenced the Senate Committee in their final decision.

It is to be hoped that when the Revenue Bill goes into conference that the Senate provisions will prevail.

Newark Distributor Doing Good Work on Krinsky Brands

J. S. Gold, distributor of the products of I. B. Krinsky in Newark, N. J., has recently produced some excellent results on the "Student" and "Fifth Avenue" brands. Mr. Gold is recognized as a hustler, and his orders have been responsible for some of the good business which Krinsky factories are now enjoying. Mr. Gold also devotes considerable time to the distribution of Krinsky premiums which he displays in his store.

I. B. Krinsky reports that the "Fifth Avenue" brand is moving better than for some time, and that the factory is kept busy filling orders for these popular cigarettes.

Philadelphia Notes

"Chick" Morris, of Y. Pendas & Alvarez, has been in town looking after "Webster" sales.

H. H. Leach, of Leach & Company, has gone to Baltimore to spend a few days over Memorial Day.

"Prince Hamlet" cigars are being displayed this week in Dan Ostrow's window at Seventh and Chestnut streets.

"La Glorica," a new domestic blend five-cent cigar is being featured by Duncan & Moorhead at 722 Chestnut Street.

Henry Ottenberg, the well-known Manila importer, was a visitor this week, showing some of his popular brands.

George Loungier, secretary of Tillman & Bendel, San Francisco, has been a recent Philadelphia visitor as the guest of Sig. C. Mayer.

The "High Life," shadegrown-wrapped cigar, is being featured at the Independent Cigar Store, 1427 Chestnut Street, in a number of sizes.

Leach & Company's store, at 111 South Broad Street, has a patriotic display on the "Americus" brand made by Francisco Torre & Company.

The third Schulte store was opened last week at 911 Market Street, with Edward J. Weed as manager. The fourth store will open about the middle of June at Second and Market streets.

No further evidence of the patriotism of the Juan F. Portuondo Cigar Manufacturing Company is needed than the fact that this firm has subscribed to $100,000 worth of the Liberty Loan bonds.

H. I. Schaklett, of the Gene Val Cigar Company, has placed with Leach & Company, the "High Life" shadegrown-wrapped cigar in five sizes, and the "Tiffany" broadleaf-wrapped five-cent cigar.

Theodore Vetterlein, of Vetterlein Brothers, manufacturers of the "Saborosa" and other well-known brands, was among the first to be called to the officers' training camp at Fort Niagara, N. Y.

D. Harry Moulsdale stopped off between trains the other day, enroute to Buffalo. He will return immediately to the factory, to work on the price adjustments that will follow the passage of the Revenue Bill.

Jacob Binder, Jr., representative of Otto Eisenlohr & Bros., Incorporated, in North and South Carolina, has been a recent visitor to Philadelphia headquarters, reviewing conditions pertaining to the territory that he covers.

W. S. Putman Joins Eisenlohr Organization

W. S. Putman, of Des Moines, Ia., who has been identified with the American Tobacco Company and other large manufacturers for nearly thirty years, has recently become associated with Otto Eisenlohr & Bros., Incorporated, as Western sales representative. Mr. Putman comes into his new position well known to the tobacco interests in the territory that he is to cover.

"LITTLE WM. PENN" LOCAL CAMPAIGN

Newspaper Advertisements to Interest Consumer—Brand Well Distributed by Charles Gross & Company

WITH the appearance of an advertisement on the "Little Wm. Penn" cigar in the "Inquirer," last Thursday, the third local cigar campaign of consequence, to be begun recently, was opened.

For some time Antonio Roig & Langsdorf have been using newspaper space to interest the consumer in the "Girard" cigar. The mildness of the brand has been emphasized, and the arguments used have doubtless attracted many new smokers for the cigar. The business on the brand has been steadily increasing and today "Girard" occupies a high place among the ten-cent shadegrown-wrapped cigars selling throughout the United States. In the local market it is undoubtedly a leader in its class.

"Girard Week" has just been concluded in this city. Dealers' windows were placarded with the announcement, and the suggestion to "Take home a box." The dealer was backed up by spirited newspaper advertising, which doubtless contributed much to the interest of the consumer.

In a sense the most remarkable local newspaper advertising campaign is running on the new size "Henrietta" cigar, made by Otto Eisenlohr & Bros., Incorporated In this campaign, which has been going on for several months, the "Public Ledger," "Evening Ledger," and the "Evening Bulletin," are used. The advertisements which are appropriately illustrated, feature the "Admiral" size.

The results have been far beyond the expectations of the manufacturers, and the factory at present is in a constantly oversold condition on this one size, although the advertising has done much to arouse interest in the other sizes of the "Henrietta" as well.

In the case of the "Henrietta" brand, which is possibly thirty years old, it is not the same as introducing a new cigar. The brand is widely known, and the reputation of the manufacturers is established. It becomes merely necessary to call the attention of the consumer to the new size. The manner in which the smokers have responded to the advertising is sufficient evidence of the high regard in which both the manufacturers and the brand are held.

The "Little Wm. Penn" cigar is also a local product, being made by Theobald & Oppenheimer, a branch of the General Cigar Company, Incorporated. This is a five-cent brand, which already has a wide distribution, and which is handled by practically every jobber and most of the sub-jobbers in town.

The advertising on the brand, if similar to the first copy inserted, will surely attract much attention. There is a cut of the cigar, and a small illustration showing two men in Colonial garb. One apparently says to the other, "Ah, Friend: perchaunce you love an excelente cigar: If so, I would commend my 'Little Wm. Penn.' A little Chappe indeed is he, but O so valiant in Quality." The spelling is of the eighteenth century, and the type style is faithful to the same period. There is plenty of white space, and the advertisement is sufficiently different to catch the eye of every smoker at least.

Charles Gross & Company, 132 North Fourth Street, are the distributors for the brand, and they believe that highly satisfactory results will be obtained from the campaign.

The Bachrach Cigar Company, formerly Second and Main streets, Little Rock, Ark., has recently removed to new quarters at 114 Main Street. The new store has the most modern fittings and arrangements.

Knickerbocker's Broadway Jottings

Robert E. Lane, of "Partagas" fame, is on a trip to Canada.

Horace R. Kelly & Company, are expecting the arrival of 6,000,000 Manila cigars.

Robert Breder, of Arguelles, Lopez & Company, is at present in the Middle West.

The Tobacco Corporation of America has opened another factory at 2082 First Avenue.

Tom Gray, the "Ruy Lopez" salesman, is working northern New York State at present.

A. Levy, the "Garcia Grande" salesman, has recently concluded a successful campaign in Troy, N. Y.

The Porto-Rican American Tobacco Company has declared a quarterly dividend of four per cent.

Leopold Powell & Company have recently removed their factory to 408 East Ninety-third Street.

J. B. Annis, of the firm of Grandiaz, Annis & Company, has left recently for a trip through the Middle West.

Justin Seubert, Jr., who is located at the Syracuse factory, has been a recent visitor to the New York plant.

Albert Freeman has returned to the Liberty Street offices, following a trip through Western Pennsylvania.

J. B. Rovira, of Benito Rovira Company, has returned to factory headquarters from a trip through the West.

Salvador Rodriguez is now in New York, having come up from Tampa to spend the summer season in the North.

Fred Lussen, of G. S. Nicholas & Son, Limited, is covering New England territory in behalf of the firm's brands.

C. A. Lincoln, of Lincoln Brothers, has gone to Boston to gather orders for "First Consul" and "Monte Cristo" cigars.

Arthur Herbert, of Philip Morris & Company, has returned to headquarters, following a trip to the Pacific Coast.

Louis Cahn, of E. M. Schwarz & Company, has returned to the New York offices from a trip to the Western Coast.

E. C. Berriman, of Berriman Brothers, was a recent visitor to New York headquarters, having come on from Chicago.

August Kuttnauer, United States representative of the "Punch" factory, has returned from a satisfactory trip to Boston.

George Stocking, Western representative of Marcelino Perez & Company, has returned to Chicago, following a visit to headquarters.

Al Metzger, of Berriman Brothers, has been sending in some nice orders for "Jose Vila" cigars from points in Pennsylvania.

Following three months of work in Middle Western territory, Nat Rice, of the American Cigar Company, is back at headquarters.

Isaac Steiner, of William Steiner, Sons & Company, has returned to headquarters following a trip to Chicago and other Middle Western cities.

Sidney J. Freeman, United States representative of La Flor de Intal factory, is expected back this week from a trip through the Middle West.

Joseph Mendelsohn, Jr., son of Joseph Mendelsohn, of Mendelsohn, Bornemann & Company, has shown his patriotism by joining the Navy.

The General Cigar Company, Incorporated, has announced that a quarterly dividend of $1.75 a share will be paid on June 1st on preferred stock.

Sidney Goldberg, president of Simon Batt & Company, has returned from a trip to the Pacific Coast, and is again at Broome Street headquarters.

Schwab Brothers & Baer have a remarkable display of ten thousand "Neuva Epocas" at 1179 Broadway. This brand is now produced in seventy sizes.

The Lake Cigar Company are looking forward to the arrival of a large shipment of "Germinal" cigars, which will enable them to fill orders now on file.

John W. Merriam has returned to the factory, following a satisfactory Western trip. He also added another mark to his Kentucky Derby attendance record.

Stephen Condit, who has been in the cigar business for about fifty years, has disposed of his factory and entire stock and brands to Grandiaz, Annis & Company.

Henry Ottenberg, the Manila importer, announces that a number of large shipments of his brands will arrive on the transports "Logan," "Persia" and "Nippon Maru."

Benno Rosenwald, of E. Rosenwald & Brother, who has been recovering from the effects of an operation at Atlantic City, has returned in the best of health from his sojourn there, and is again at his offices.

E. F. Ames, advertising manager of the General Cigar Company, Incorporated, was in Philadelphia last week to put the final touches on a campaign on the "Little Wm. Penn" cigar, which is being started by Charles Gross & Company, the distributors.

Richard E. Faye is now associated with A. Schulte as first clerk at the store at Forty-third Street and Broadway. He was formerly head cigar man at the Garden Restaurant, Fiftieth Street and Seventh Avenue, and was also with the Regan Importation Company for two years.

New Manila Importer Locates in New York

THE firm of E. C. McCullough & Company, of Manila, P. I., has recently established a branch office in New York, with E. C. McCullough in charge. Permanent headquarters are on the sixteenth floor of the building at 20 Broad Street.

The firm announces that they will deal in Isabela and Cagayan leaf tobacco and Manila cigars. The latter will include various shapes, and special brands will be handled for jobbers.

It is understood that early in June the New York office will receive selected lots of Cagayan and Isabela leaf, stripped and booked, and also shorts. Arrangements are being made for regular monthly shipments of both cigars and leaf. A complete line of samples can be seen at the offices now.

Larger Quarters Necessary for Hamburger Bros. & Co.

After having conducted their business for the past twenty years at 228 Pearl Street, Hamburger Brothers & Company, importers of Havana and Porto Rico tobacco, have been compelled, because of their steady and growing increase of business, to seek larger quarters. On and after June 1st this company will be located at 222 Pearl Street.

This firm handles the highest grade inland-grown Porto Rican tobacco. The packing and stripping plant of the firm is one of the largest in San Juan, P. R.

The demand for Havana stripped tobacco which Hamburger Brothers & Company handle on an extensive scale, has become so large that they have been forced to use three stripping plants in that city.

A unique souvenir announcement in the form of a useful and attractive blotting stone, designed especially for Hamburger Brothers & Company, will be sent to their numerous customers, calling attention to the firm's change of address to 222 Pearl Street.

P. Lorillard Company Advances Cigarette Prices

The P. Lorillard Company issued last week a new cigarette price list, advancing the price of their various brands. It is reported that all of the leading cigarette manufacturers will advance their prices.

Following are the brands on which prices have been changed:

"Egyptian Deities No. 3," $18.38 per thousand; "Murad," $11.91 per thousand; "Mogul," $11.91 per thousand; "Egyptian Luxury," $11.91 per thousand; "Helmar," $8.18 per thousand; "Turkish Trophies," cork, $8.18 per thousand; "Turkish Trophies," plain, $8.33 per thousand; "London Life," $8.18 per thousand.

First Sumatra Inscription in America, June 22

Announcement has been made by the Sumatra Tobacco Import Corporation that the first inscription for the sale of Sumatra tobacco will be held in New York on Friday, June 22d. Samples will be shown on June 18th. The sale will include some 4000 bales.

The location has not been decided, but it is probable that the inscription will be held somewhere in the heart of the leaf market.

Cado Company Occupy New Quarters

DRUCKLIEB BROTHERS, INCORPORATED, who are proprietors of the Cado Company, the cigarette manufacturers, who have been located some years at 26 Park Row, announce their removal on June 1st to new and commodious quarters at 145 Lafayette Street, New York.

Here the company will have enlarged facilities for the manufacture of their two firmly established brands of Turkish cigarettes, "56," which is a very classy product, in the beautiful white and gold package, retailing 10 for 25 cents, and their novel "Cado" brands, at 15 cents per package, which has caught on so well with its separate cork tips packed in each box.

The Drucklieb family have been experts in Turkish tobacco for many years, and this knowledge of the Eastern tobacco is well exemplified in the goods they turn out to the trade.

Steady Stream of Orders for Harry Prochaska

Harry Prochaska, the head of the label department of Adolph Frankau & Company, Incorporated, reports that orders are coming to hand with surprising regularity. He attributes this to the quality of the goods which he has to offer, and to the service rendered by his department.

Mr. Prochaska is not only maintaining and talking "Business as usual," but says that he believes it to be only a question of a few months before we will enter into an extended era of unusual prosperity.

Liggett & Myers Subscribe $1,000,000 to Liberty Loan

Liggett & Myers Tobacco Company, with branches in New York, Chicago, St. Louis, San Francisco, Toledo, Louisville, New Orleans, Philadelphia, Richmond and Durham, has subscribed $1,000,000 to the Liberty Loan bond issue. The subscription will be participated in by all of the company's branches.

Further demonstration of the company's patriotism is their offer to help their employees participate by offering to purchase bonds for them, and giving them two years in which to make payment.

American Flag-Stickers for Pasbach-Voice Customers

The Pasbach-Voice Lithographing Company, Incorporated, are mailing to their customers, gratis, American flag-stickers for use on packages, envelopes, letter-heads, etc. The firm advises that any customers who may have been overlooked in the distribution may secure a quantity of them by merely dropping a card to their headquarters at 210 Eleventh Avenue.

It is understood that this firm has just closed a deal whereby they have taken over a great many brands recently discontinued by a large cigar manufacturing concern. They will, therefore, have occasion to sell complete sets of cigar labels with very good titles at very low prices. Interested persons should communicate with the above concern.

(*Continued from Page 11*)

tion. Our industry is willing to support the Government in the present crisis and will lend its loyal support by standing its pro rata share of taxation. From what we have so far read of the tentative or proposed manner in which the tax will be collected on cigars and cigarettes, it is quite manifest that someone has or is misleading your Committee in the endeavor to gain or achieve a victory for themselves. If a reference would be made to the report of the Commissioner of Corporations on the tobacco industry, some knowledge would be gleaned of the way the last Revenue increase on cigars, cigarettes and tobacco automatically increased the profits of certain interests, but not of the tobacco industry as a whole. Pressure is now being brought to bear on your Committee to, perhaps, unconsciously make the same grievous mistake. The interests of all would be best served by increasing the tax in a uniform way. The Revenue Department can easily furnish the figures for the income of the revenue collected through that department on cigars, cigarettes and little cigars, and say, for argument sake, it would be necessary to insure the Government from this source of double the income, why then it would be very simple to double the tax, but always on the same basis! If this amount, however, would be out of proportion, fifty per cent. could be added, and if fifty per cent. was too much, then a twenty-five per cent. increase could be made, but always on the same basis. 'Habit makes custom, and custom makes law,' and in order to comply, certain rules and regulations in the Revenue Department have been adopted, and in making a change, we should make the most feasible and practical one and not theorize. In our opinion, the same forms or reports could be utilized, thus simplifying all the records that are now necessary to be kept both by the Government, as well as by the individuals representing this industry. The cry that has been raised and the pressure that is being brought to bear that the cheaper products cannot stand any increase or as much increase as the higher priced goods is wrong. Whatever the tax might be can be very easily added to the sales price of the class of merchandise so affected. It would not tend to disturb prices providing, of course, the tax were uniform, as then the tax (whatever it might be) can be added to the wholesale sales price.

"Cigars and cigarettes, as well as tobacco, are now put up in standard and statutory packages, all of which can be maintained and the only change that would be necessary, in our opinion, if you followed our recommendation would be to double the tax on this standard package by putting one or more revenue stamps of the same denomination on each statutory package or a special revenue stamp to cover this special revenue increase in addition to the present revenue stamp for the standard package, as is now provided for by the present law in force. Admitting that an increase or change in the tariff will automatically increase the sales price, the industry's interests would be best served if the increase was uniform throughout, as then it would automatically increase the price uniformly. I am also taking the liberty of inclosing herewith for your guidance a form or order for cigar stamps. The rate on cigars weighing over three pounds to the thousand is at present $3 per thousand; the rate on cigars under three pounds to the thousand is at present 75 cents per thousand, on which I have figured out on the basis of $1 and 50 cents per thousand cigars increase what the cigar stamps would cost for the standard packings, and in line with this the same percentage of increase on little cigars weighing under three pounds to the thousand.

Trade Confusion Might Result

"We wish to submit for your consideration the fact that based on the tentative proposal of $1 increased per thousand on five-cent cigars, the majority of manufacturers of this class of cigar have already notified the trade that in the event that the amount of the tax is fixed at this rate, they would absorb fifty per cent. and the jobber would absorb fifty per cent. and make no change in their selling price.

"The point that we wish to bring out is that we, as manufacturers, would stand in a bad light with our trade if we were obliged to bill the additional tax and the manufacturers of five-cent cigars agree to absorb it (or part of it), as outlined above. The dealer would naturally ask us to explain how comes it that we bill them with the increased tax, when they are not obliged to pay any increase on five-cent cigars. Now, we, too, manufacture cigars that sell to consumers at five cents each, but our product is higher grade, as we employ higher grade tobaccos in the manufacture of our five-cent cigars than those used by the average manufacturer, and we would be obliged to add on any extra outlay for revenue, and if other manufacturers do not bill the additional tax and we be obliged to bill the additional tax, we, naturally, would appear in a bad light with the trade. On the other hand, supposing the Government would discontinue the collection of internal revenue on cigars—which is uniformly $3.00 per thousand—the trade at large would immediately expect the manufacturers to reduce the wholesale price on all kinds and all grades of cigars $3.00 per thousand on the selling price; therefore, we say to you that it is paramount that if the present tax on cigars, little cigars, or cigarettes is changed, a uniform additional tax should apply per thousand cigars.

Regarding Changes for Packings

"Reference can be made to the last previous change. Before same was enacted a law, it was customary to pack 2 ozs. of tobacco and tax was paid on 2-oz. packages, 8 packages to the pound, and the consumer or dealer could purchase a pound of tobacco. A change in the statutory package of 2 ozs. was made to 1 2-3 ozs. and certain interests packed 1 2-3 ozs. of tobacco and paid tax accordingly, but instead of selling 8 packages of 2 ozs. each, they are selling 8 packages of 1 2-3 ozs. each at the dozen rate, that is to say, a dozen packages of 1 2-3 ozs. each would be 1¼ lbs. of tobacco, but a dozen packages of 2-oz. packages would weigh 1½ lbs.—a saving of ¼ lb. of tobacco on a dozen packages—by reason of the change in the former standard or statutory package. Besides, after the Spanish-American War, the act was repealed, still no change was made in what had become a standardized package of 1 2-3 ozs., and the tobacco interests were made rich. Certain interests now are making recommendations to change the statutory packages of cigarettes, asking for the privilege of packing 8 cigarettes where 10 were packed before, and 16 as against 20. Now, the point that I want to bring out is this; They automatically would (providing the Government would indorse their recommendation), get a 25 per cent. increase for themselves. The public would pay 25 per cent. more, but would get 20 per cent. less merchandise! The Government would collect on a new statutory package of 8 cigarettes where they formerly collected revenue on 10 cigarettes to the statutory package, etc. For example: The consumer buys 10 cigarettes to the package for 10 cents at present. If he got 8 cigarettes and paid 10 cents, the cigarettes would cost him 1¼ cents each (thus showing the increase of 25 per cent.), and at the source—where they formerly sold 10 cigarettes to the package, and are privileged to pack 8—they would make a saving of 25 per cent. in merchandise.

"This is the point that I want to bring out to you, and I hope the above explanation will make it clear, and I again, for the afore-mentioned reasons, earnestly ask you gentlemen to make a recommendation for a uniform flat rate tax per thousand cigars—no matter what the increase might be—and allow no changes in the present statutory packages to become law, or else all the work will be in vain."

Helping the Retailer

THE retail tobacconist has at his disposal so many different kinds of advertising to help move the different products which he carries that he no doubt pays little, if any, attention to the campaigns carried on by manufacturers in the national magazines.

Wherever national magazines are read the advertising contained therein is certain to stimulate trade to some extent. To enable the retailer and jobber to see at a glance what brands are being advertised, herewith is presented a table showing the cigar, cigarette, smoking tobacco and pipe advertising in a few of the better known national magazines in the different fields for the month of June.

The advertising totals about twenty-six and one-half pages for the sixteen magazines tabulated. Two cigar brands, representing two firms, carry about two-thirds of a page; six cigarette brands, representing four firms, total ten and one-quarter pages; six cigarette and smoking tobacco brands, representing four firms, total fourteen and two-thirds pages; one brand of pipes totals one and one-eighth pages.

The tabulation follows:

Atlantic Monthly

Fatima (cigarettes), one page.

American Magazine

Richmond Straight Cuts (cigarettes), one-quarter page.
Tuxedo (pipe and cigarette tobacco), one page.

Argosy

Bull Durham (cigarette and pipe tobacco), one page.

Collier's Weekly (May 26th issue)

Velvet (cigarette and pipe tobacco), one page.
Bull Durham (cigarette tobacco), three-quarters page.

Cosmopolitan

Velvet (cigarette and pipe tobacco), two-thirds page.
Herbert Tareyton (cigarettes), four inches.

Life

Egyptian Deities (cigarettes), one-sixth page.
Herbert Tareyton (cigarettes), four inches.

Literary Digest (May 26th issue)

Robert Burns (cigar), two-thirds page.
Cortez (cigar), one inch.
Bull Durham (cigarette and pipe tobacco), one page.

McClure's

Velvet (cigarette and pipe tobacco), one-half page.
Murad (cigarettes), inside back cover.

Metropolitan

Murad (cigarettes), inside back cover.
Richmond Straight Cuts (cigarettes), one-quarter page.
Tuxedo (cigarette and pipe tobacco), one-half page.
Bull Durham (cigarette and pipe tobacco), one-half page.

Munsey's

Fatima (cigarettes), one page.

Popular Mechanics

Wellington (pipes), one-half page.
Velvet (cigarette and pipe tobacco), inside back cover.

Popular Science Monthly

Bull Durham (cigarette and pipe tobacco), one page.

Review of Reviews

Murad (cigarettes), back cover.
Fatima (cigarettes), one page.
Velvet (cigarette and pipe tobacco), inside back cover.

Saturday Evening Post (May 26th issue)

Edgeworth (pipe tobacco), one-quarter page.
Prince Albert (cigarette and pipe tobacco), one page.
Harmony (cigarette and pipe tobacco), one-quarter page.
Bull Durham (cigarette and pipe tobacco), one page.
Wellington (pipes), one-eighth page.

Scientific American (May 26th issue)

Bull Durham (cigarette and pipe tobacco), five inches.

Sunset (Pacific Monthly)

Velvet (cigarette and pipe tobacco), two-thirds page.

System

Helmar (cigarettes), inside front cover.
Fatima (cigarettes), one page.
Wellington (pipes), one-half page.

Theatre Magazine

Egyptian Deities (cigarettes), one-half page.
Fatima (cigarettes), back cover.

French Briars at Fifty Cents Have Steady Sale

The trade was notified about two months ago by the pipe manufacturers, William Demuth & Company, that it would not be possible for retailers to continue to sell a staple size genuine French Briar Pipe at thirty-five cents and secure a legitimate profit. This firm made the recommendation that the price of fifty cents and up, which they have been featuring in their national advertising, be established.

A representative of William Demuth & Company was interviewed the other day to learn whether or not the price of fifty cents and up had taken hold with the trade, not only locally, but throughout the United States. Evidence was cited to substantiate the fact that this new price is popular, not only with jobbers and retailers generally, but with the consumer as well. The smoking public has been educated to the fact that a genuine French Briar Pipe of staple size is really an excellent "buy" at fifty cents. The only wonder is how, under present conditions, genuine French Briar Pipes of the recognized WDC quality can be manufactured and sold to the consumer at fifty cents, and still show a legitimate profit to the jobber and retailer.

Several retailers were interviewed to determine the trend of the opinion of the trade. All seemed well pleased as far as the price situation is concerned. They stated that the efforts of William Demuth & Company to establish the price of fifty cents were appreciated, and that as a result, they experienced little difficulty in procuring it.

The fact that the sale of pipes is showing a healthy increase is due, no doubt, to the extensive national advertising campaign carried on by William Demuth & Company.

Government to Control British Tobacco Trade

It is announced that owing to the shortage of shipping and the consequent necessity of economizing all available supplies of tobacco, the British Board of Trade will requisition and assume immediate control of all stocks of manufactured and unmanufactured tobacco, including cigars, cigarettes and snuff.

The board will fix prices and regulate dealings, with the aim of limiting deliveries and sales to the scale of 1916. It is not intended, however, to impose any restrictions on the supply of tobacco to His Majesty's forces from overseas.

Harry Alberts, Houghton, Mich., has sold his cigar store to J. L. Burns, of Duluth, Minn., who will conduct the store under the name of the Burns Cigar Company.

The United Cigar Store at Missouri and Collinsville avenues, East St. Louis, Mo., was recently damaged by fire to the extent of more than $1000.

The Emory Cigar Company, of Battle Creek, Mich., has recently been incorporated with capital stock of $10,000. This firm makes the "San Sara" and other brands. Frank Emory, who established the factory about three years ago, is president, and R. M. Ludlum is vice-president.

TOBACCO MERCHANTS' ASSOCIATION SUGGESTS OTHER CIGAR PACKAGES

(*Continued from page 11.*)

We are figuring on a 25 per cent. loss of business as a minimum. The actual loss may be much heavier. Experts of the Treasury Department in the statement submitted to the Ways and Means Committee have figured on a 25 per cent. loss of business on cigarettes and corresponding losses on tobacco and cigars, without taking into account the corresponding loss of revenue tariff from imported tobacco used in connection with the manufacture of cigars and cigarettes. We take it for granted that their statements are the results of careful study of facts and statistics based upon past experience.

However, it must be perfectly apparent that when you add $1.25 of taxes to a thousand cigarettes that sell to the retailer at $4.00 and to the jobber at $3.60, upon which there is already a tax of $1.25, leaving the manufacturer but $2.35, there will necessarily have to be such enhancement of prices to the consumer that the consumption is likely to be cut down to much more than 25 per cent.

The same reasoning is true as regards tobacco. The average sellers are the 2-oz. packages retailing at 5 cents. Thus for a pound of tobacco containing eight packages the jobber pays 28.8 cents and the retailer 32 cents per pound, while the manufacturer, after deducting the present tax of 8 cents, gets but 20.8 cents for a pound. To add 8 cents of war tax would necessarily force such increase of prices or such curtailment of the packages that the net result would be a serious reduction of consumption.

A 25 per cent. loss of trade is, therefore, by no means overestimated. Such loss of business would not only paralyze the manufacturing industry, but would mean about 200,000,000 pounds of leaf tobacco left over in the hands of growers, with a consequent depression of the market and reduction of prices.

Surely there can be no justification for doubling tax rates and thus crippling an industry that produces about $130,000,000 a year of revenue to the Government, when the net result would only be an increase of revenue to the extent of 40 per cent., instead of taking the 40 per cent. increase offered by the industry, and permitting business to remain in normal condition.

Respectfully yours,
TOBACCO MERCHANTS' ASSOCIATION
OF THE UNITED STATES,
By Charles Dushkind,
Secretary and Counsel.

Supplemental Memorandum In Re Cigars

The cigar feature of the Revenue Bill has been dealt with at some length in our original Brief (pages 150-152, Hearings).

We are only asking for a slight modification of the schedule fixed in the House Bill as follows:

Schedule of the House Bill

Cigars weighing not more than 3 lbs.,	.25 per M.
Cigars weighing more than 3 lbs., to retail at not more than 4c.,	.50 per M.
Cigars retailing at more than 4c., and not more than 6c.,	$1.00 per M.
Cigars retailing at more than 6c., and not more than 10c.,	$2.00 per M.
Cigars retailing at more than 10c., and not more than 15c.,	$4.00 per M.
Cigars retailing at more than 15c., and not more than 20c.,	$5.00 per M.
Cigars retailing at more than 20c., and not more than 25c.,	$7.00 per M.
Cigars retailing at more than 25c.,	$10.00 per M.

Proposed Modifications

Cigars retailing at over 6c., and not over 12½c.,	$2.00 per M.
Cigars retailing at over 12½c., and below 20c.,	$3.00 per M.
Cigars retailing at 20c., and not above 25c.,	$4.00 per M.
Cigars retailing above 25c.,	$5.00 per M.

Thus we accept the House schedule as to the first three classifications and rates. Our proposed changes would only reduce the aggregate revenue to the extent of $500,000, but it would save the cigar industry in the State of Florida from wreck and ruin, for the rates fixed by the House on the higher grades of cigars, which, as we have explained in our original brief, cannot be shifted to the consumer, are unbearable.

Among those who have endorsed the cigar schedule proposed by our Association graduating the taxes in accordance with their respective grades are:

Cigar Manufacturers' Association of America; Cigar Manufacturers' Board of Trade of New York; American Cigar Company; P. Lorillard Company; General Cigar Company, formerly United Cigar Manufacturers; Otto Eisenlohr & Bros., Incorporated; Union American Cigar Company; United Cigar Stores Company; I. Lewis Cigar Manufacturing Company; E. H. Gato Cigar Company; Garcia & Vega; R. G. Sullivan; Allen & Lewis; Cuesta, Rey & Company; Benito Rovira Company; J. W. Brundage & Sons; Graham-Ernst Cigar Company; Heineman Brothers; E. Kleiner & Company, Incorporated; Kohlberg Brothers; Ruy Lopez Ca.; Louis Newburgh Company; L. N. Schulner Cigar Company; Waitt & Bond, Incorporated; T. Wright & Company Cigar Company; American Exchange Cigar Company; Pittsburgh Stogie and Cigar Company; Arguelles, Lopez & Brother; Cliff Weil Cigar Company; Peter N. Jacobsen; The Jenkinson Company; Y. Pendas & Alvarez; Salvador Rodriguez; Rosenthal Brothers & Bendetson; San Martin & Leon Company; Wertheimer Brothers; E. M. Schwarz & Company.

Cigar Packages

We respectfully ask for a provision authorizing the following additional statutory packages for cigars, to wit, 7, 8 and 16. Such additional packages will not only be of material help to the cigar industry, but it will minimize the fraudulent refilling of stamped boxes.

Like cigarettes, cigars are rapidly becoming a small package trade, which has indeed many advantages. It stimulates business because instead of buying one or two cigars at a time the consumer buys a small pocket package; it secures the consumer against getting spurious cigars taken out from a refilled box; it protects the manufacturers' valuable trade-marks, and it increases the Government's revenue by eliminating the refilling of stamped boxes.

We respectfully suggest the following amendment to be added at the end of the first paragraph of Section 400, at line 22, page 16:

Provided that in addition to the packages of cigars now authorized by law, there may be packages thereof containing 7, 8 and 16 cigars respectively.

Some of the packages of the sizes referred to are, as a matter of fact, now used quite extensively in the cigar business, but inasmuch as they are unauthorized by the existing law, these packages are required to be open on one side, exposing the cigars, and are packed in cartons of one hundred or more, with the result that when the cartons are emptied they are frequently bought up by unscrupulous manufacturers, who refill them with other goods. The authorization of such packages would eliminate such practice.

Cigarette Paper and Cigarette Tubes (Section 404)

In the chapter on cigarette paper and cigarette tubes contained in our original brief, which appears on pages 153 and 154 of the Hearings before the Honorable, the Committee on Finance, we have endeavored to demonstrate the unfairness of imposing a tax on cigarette paper and the propriety and in fact necessity of putting a substantial tax on cigarette tubes.

We were indeed surprised to learn from an examination of the printed record of the Hearings that former Representative Henry M. Goldfogle appeared before the Committee after the hearing on Tobaccos had been closed and submitted a statement in behalf of the cigarette tube industry opposing the proposed tax on that commodity.

It seems that Judge Goldfogle has been seriously misinformed as to the cigarette tube industry. He states in his argument, on page 594:

"These tubes are not used or sold by the cigarette manufacturers who manufacture and sell the so-called 'brand' cigarettes, and the output of those tubes does not exceed, I am told, 260,000,000 a year. I am advised that some representation was made, either to the House Committee or to you, that they run into the billions. This is not so. The output does not exceed 260,000,000."

We respectfully quote from an affidavit signed and verified by Max Gluckman, president of Gluckman & Son, Incorporated, on the second day of March, 1915, and filed in the Supreme Court, New York County, in the case of Gluckman against Strauch Company, as follows:

"In the year 1910, we sold 3,988,000 boxes of 'Stamboul' or 'Cairo' cigarette tubes; each one of these boxes contain 100 tubes. In the year 1911, we sold 3,619,000; in 1912, 3,474,000; in 1913, 4,271,000, and in 1914, 4,040,000.

"In the year 1910, we sold 6,087,000 boxes of 'Colocol' cigarette tubes; in 1911, 5,931,000; in 1912, 8,010,000; in 1913, 8,454,000, and in 1914, 12,539,000. Each of these boxes contains 100 of the cigarette tubes."

Thus we have a sworn testimony of one of the manufacturers of cigarette tubes that in 1914 he sold 4,040,000 boxes of one brand and 12,539,000 boxes of another brand, altogether 16,579,000 boxes containing 100 each, which equals 1,657,900,000 tubes, the product of a single factory, instead of an aggregate output of 260,000,000 tubes as Judge Goldfogle was lead to believe, and as he stated to the Committee.

Judge Goldfogle also complained against taxing the tubes that are packed in packages of 1000 intended for cigarette manufacturers.

An examination of our chapter on cigarette tubes (on pages 153 and 154 of the Hearings), will show that we have taken the same position in regard to cigarette tubes made up for cigarette manufacturers, and we have even proposed a draft for a section that would tax the cigarette tubes sold to the consumers, and leave the cigarette tubes put up for cigarette manufacturers untaxed. We respectfully refer you to Appendix A of our brief, appearing on page 156 of the Hearings.

We most urgently ask this Honorable Committee to tax the cigarette tubes, firstly, because it will produce at least $1,000,000 a year in revenue to the Government, and secondly, because they are invariably used as a means of defrauding the Government of millions of dollars of revenue in illicit manufacture and sale of tobacco and cigarettes to the serious disadvantage of legitimate and tax-paying business.

To substantiate our statement, we respectfully refer the Committee to the Honorable, the Commissioner of Internal Revenue, who is indeed well familiar with the fraudulent uses generally made of the cigarette tubes in connection with the unlawful manufacture and sale of cigarettes and tobacco without paying revenue tax.

We notice a statement, on page 595 of the Hearings, of the Honorable, the Chairman, to Mr. Goldfogle, to the effect that Mr. Junius Parker, who presented the case for the cigarette manufacturers, opposed the tax on cigarette tubes. Due undoubtedly to the fact that the two articles, cigarette paper and cigarette tubes, are easily confusing, Mr. Parker's letter to the Committee (pages 164 and 165 of the Hearings), probably conveyed such impression, but an examination of Mr. Parker's letter will show that, like our Association, Mr. Parker is opposed to the proposed tax on cigarette paper, but not on cigarette tubes.

Stock on Hand and Date of Applicability of New Taxes (Sections 402 and 403)

Under Section 402 of the House Revenue Bill, the war tax on cigars and tobacco would not become applicable for thirty days and upon cigarettes for ninety days after the passage of the Act. This was apparently intended, and very properly so, to give the manufacturers an opportunity to readjust their price lists and terms of sales and to rearrange their sizes or packages requiring in many cases the changing of machinery, etc.

After thus affording the manufacturer a reasonable opportunity to make the necessary changes or readjustments, we find that the following section, to wit, 403, was so framed that it requires both manufacturers and dealers to pay fifty per cent. of the war tax upon all cigars and tobacco during the thirty-day period and upon all cigarettes during the ninety-day period allowed for the readjustments referred to.

This provision is manifestly wrong. It would seem that if manufacturers are not entitled to an opportunity to make the necessary readjustments, the bill should become operative immediately upon its passage. If, on the other hand, the manufacturers are entitled to such an opportunity, why should they be required to pay half of the new tax during the time granted to them for the purpose of making the necessary readjustments?

As the bill now stands, it would simply mean that during the thirty-day period covering cigars and tobacco, and the ninety-day period applying to cigarettes, manufacturers would be obliged to suspend operations of their factories altogether. For it would surely be impossible to continue manufacturing for the time being under such conditions.

Undoubtedly, in framing Section 403, the Committee on Ways and Means had in mind the probability of storing away large quantities of stock, tax paid under the existing law, in anticipation of the proposed war taxes.

In the first place, it is entirely impracticable to load up tobacco products to any great extent, for tobacco products, as is well known, cannot be kept for any considerable length of time without seriously injuring the goods. Furthermore, loading up of tobacco products by the trade is necessarily against the interests of manufacturers owning standard brands. It would not only mean the probable deterioration of the goods if not kept under proper atmospheric conditions, but it would mean sharp and injurious competition between those, who having taken advantage of the situation, have stored away large quantities of goods at old prices and under old tax rates, and those who either for lack of capital or for lack of foresight have failed to take advantage of such opportunity, and are obliged to buy new goods at the new prices bearing the new tax rates. When the new tax goes into effect, the manufacturers would naturally want to see their goods sold at uniform prices and in uniform styles, sizes or packages, such as may be adopted under the new situation, and hence they would necessarily prevent any extensive hoarding of their products.

We urgently ask, therefore, that the manufacturers be given a reasonable opportunity to make the necessary changes, readjustments, etc., for all tobacco products without being required to pay any part of the war tax until after the expiration of the time allowed for that purpose.

If a ninety-day period be considered too long, let it be sixty days or even only thirty days, but whatever period they may be allowed to make the necessary readjustments, it would surely be unjust to require them to pay 50 per cent. of the new tax during the interim.

Section 403 also requires dealers to pay 50 per cent. of the war tax for stock on hand at the time of the passage of the bill. We earnestly protest against that provision, not because we are seeking to deprive the Government of the revenue that it would derive by thus taxing stock on hand, but because we know as a result of the experience gained from the Spanish-American War Act, which contained a similar provision, that, owing to the fraudulent practices usually indulged in by unscrupulous dealers, the Government will collect but a small percentage of what it should properly receive for stock on hand, while on the other hand the honest merchants who would scrupulously comply with the law and pay the taxes would be suffering considerable and serious disadvantages.

An examination of the revenue records for 1898 will show that out of about 400,000 tobacco dealers only 4259 have filed returns and that out of 34,000 manufacturers only 345 have filed returns for stock on hand, and that the aggregate amount collected by the Government was $919,031.69, whereas according to conservative figures, the Government should have collected $3,652,755.00.

These figures clearly demonstrate the impracticability of such provision, particularly if it contains a clause exempting those having small quantities of stock from making returns, thus affording an excuse for unscrupulous dealers for failing to file such returns. There are now about 600,000 tobacco dealers in the United States and the Government cannot possibly inspect their stocks without employing a large army of inspectors and spending more money in the collection of such tax than what the Government may possibly collect. That being so, the honest and law-abiding merchant would be placed at a serious disadvantage. He, like a good citizen, would pay every cent that the Government is entitled to, while his unscrupulous competitors would either pocket the tax or, having saved it, would undersell the goods to that extent.

As we have already pointed out, there is indeed little if any opportunity for any extensive hoarding of tobacco products, that is, manufactured tobacco articles, for manufacturers and owners of standard brands would not permit overstocking and thus jeopardizing their valuable brands which may be killed, firstly, by deteriorating their quality by keeping them longer than they can stand and in improper atmospheric conditions, and, secondly, by the price cutting that must necessarily follow on the part of the thousands if not hundreds of thousands of those who would either file no returns or file false returns and evade the payment of the additional taxes, it being physically impossible for the Government to check up the stock on hand by 600,000 dealers.

If the experience under the Spanish-American War Tax should prove true in the present situation, the Government would receive about 6000 returns out of about 600,000 dealers. Thus the 6000 honest merchants would be at the mercy of the 594,000 dealers who have filed no returns, so long as their old stock may last. Surely the Government should not create such situation for the sake of collecting a comparatively insignificant amount. We realize the necessity on the part of the Government of collecting all the revenue that it may reasonably collect in the present crisis, but we feel that proper and legitimate commerce should nevertheless be protected and that the Government ought not to pass a law that would place a premium upon dishonesty and subject the honest and scrupulous merchant to serious disadvantages.

Lancaster Manufacturers Face Leaf Shortage

Lancaster contains many of the 700 cigar factories of Lancaster County, and the majority of the manufacturers are now being hard pushed to keep from shutting down their factories on account of the difficulty of getting old tobacco, and what they do get is so high-priced that it leaves no profit to the manufacturer. The 1915 tobacco, of which there is little enough in the market, is fast going up to fifty cents a pound, and the 1916 is not far behind.

Orders for cigars can easily be had, but manufacturers are reluctant to take them, on account of the uncertainties confronting the trade, due to the cigarmakers' demand for higher wages and the certainty of a big war tax on cigars. The growers appear to have been getting the better of the deal lately, as they have received big checks for their tobacco and no longer have to worry about it. The packers are as much up in the air as the cigar manufacturers, because of trade uncertainties.

Moving an Army

Some idea of the adequacy of the equipment of the railroads of the United States for the movement of troops may be obtained from a statement prepared by Lieutenant-Colonel Chauncey B. Baker, of the Quartermaster Corps, United States Army, and distributed to the railroads of the country by the Special Committee on National Defense of the American Railway Association.

To move one field army of 80,000 men, consisting of three infantry divisions, one cavalry division and a brigade, technically known as a brigade of field army troops—troops auxiliary to the infantry and cavalry divisions—requires a total of 6229 cars, made up into 366 trains, with as many locomotives. These 6229 cars would be made up of 2115 passenger, 385 baggage, 1055 box, 1899 stock and 775 flat cars.

This quantity of equipment represents .7 of 1 per cent. of the locomotives owned by the American railroads, 4.2 per cent. of their passenger cars and .2 of 1 per cent. of their freight equipment.

J. Kahn & Brother have sold their retail cigar store at 208 Main Street, Little Rock, Ark., to Thalheimer Brothers, who already operate two retail stands. J. Kahn & Brother will continue their wholesale department.

Colonel James J. Rafferty Touring United States

Colonel James J. Rafferty, Collector of Internal Revenue for the Philippine Islands, has recently arrived in San Francisco for a tour of the large cities of the country. He has been commissioned to investigate the possibilities of further increasing the trade in Manila cigars and tobacco in the United States.

Advertising

Tell us, are you advertising
In the same old foolish way
That your grand-dad did before you,
And persist, "It doesn't pay"?

Think the whole world knows your address
"'Cause it hasn't changed in years"?
Wouldn't the pathos of such logic
Drive a billy-goat to tears?

"Just a card" is all you care for,
Hidden, lonesome and unread,
Like the sign upon a tombstone
Telling folks that you are dead.

Wake up, man, and take a tonic,
Bunch your hits and make a drive,
Run a page, and change your copy,
Advertise and keep alive!

—"Southern Engineer."

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, May 23, 1917.

THE leaf market has continued in its apathetic state, during the past two weeks, as there were no buyers to speak of from the United States, although this week the forerunners from Tampa have made their appearance, and perhaps we may see more life soon. The new Partido crop is beginning to arrive more freely from the country, but as this kind of tobacco gets here by large country carts, or electric conveyances, and not by railroad, it is not accounted for in our receipts from the country, until later on in the year. Evidently the new Partido will find purchasers right along, as the leaf burns well, has a good taste, and the resagos have light colors, few spots, and will yield well to the manufacturer. We think the new Vuelta Abajo fillers will also sell well, while as far as Remedios is concerned, it will depend upon the necessities of the American manufacturers, whether they can afford to pay the high prices which, in all probability, will have to reign, if we are not greatly mistaken. The reports so far proclaim that the crop will be shorter than last year, and that there will be an abundance of very short stuff which may be suitable only for our cigarette manufacturers.

While we had some rains since our last correspondence up to the middle of this month, but since that time we have experienced dry weather again, so that the vegueros have not been able to bundle all of their dry leaves in the Vuelta Abajo as well as in the Remedios district, therefore, not even the fermentation process can begin, so it will be July before the escogidas can start up in good shape. In the Partido region the bulk of the packings are now in a condition to work right along, and the majority of the vegueros shall have disposed of their bundled tobacco. The country buyers of our leaf dealers are active in posting themselves in the Santa Clara province, and while there are some reports of some sales at very high figures still hanging on the poles, it remains to be seen yet what actual figures will be paid at the time, when the leaf should be in a condition to be carted away. The farmers naturally are elated when they see so many prospective buyers, and therefore are asking figues out of all reason, and unless some of the big buyers should set the ball rolling by paying stiff figures there is some hope, yet if high prices are paid by the big men everybody else will follow suit.

While our old and experienced leaf dealers have not forgotten the lesson of the fatal year 1907, there are, however, already a number of newcomers in the field who are more venturesome, and as nearly the entire world has become crazy through the war fever, who can tell what is going to happen in the future?

Sales during the past fortnight only totaled 1297 bales, which consisted of: Vuelta Abajo, 345; Partido, 212, and Remedios, 740 bales.

Buyers were: Americans, 540; exporters to South America, 290, and our local manufacturers of cigars and cigarettes, 467 bales.

Exports of leaf tobacco for the two weeks ending May 12, 1917, totaled 9258 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 8073; to Canada, 451; to England, 54; to Mexico, 50; to the Argentine Republic, 440, and to Uruguay, 190 bales.

Receipts of Leaf Tobacco From the Country

For 2 weeks ending May 10, 1917.			Since Jan. 1, 1917.	
Vuelta Abajo,	1,207	bales.	15,636	bales.
Semi Vuelta,	262	"	1,214	"
Partido,	....	"	2	"
Remedios,	667	"	24,490	"
Total,	5,136	"	Total, 41,342	"

Buyers of Leaf Toacco That Come and Go

Arrivals—From Tampa: Moises Bustillo, of M. Bustillo & Company; Francisco Arango, and his nephew, Jose Arango, of Francisco Arango & Company; Jose Cosio, of Berriman Brothers; Manuel Garcia, of Perfecto Garcia & Brothers, and Val M. Antuono, of Val M. Antuono.

From New York: Harry E. Cordero, of E. P. Cordero & Company; Armando Pendas, son of Enrique Pendas, the vice-president of the Havana-American Company; Francisco Sierra Corral and Celestino Sierra Corral, of Corral, Wodiska & Company, and Ted Smith, of Hinsdale Smith & Company.

From Boston: Walter A. Kaffenburgh, of I. Kaffenburgh & Sons.

Departures—To New York: Ted Smith.

To Tampa: Moises Bustillo.

To Spain: Pepin Rodriguez, Jose C. Puente, and Eduardo Gonzalez.

Cigars

Owing to the expected raise in the duties and the internal revenue taxes for war purposes, there are good orders from the American importers for our cigar manufacturers before the new law becomes operative, but it is feared that thereafter a sort of paralysis may follow, and which would be a great hardship for our cigar industry. As Great Britain has raised her duties, and it is said, that instead of a third the English importers will be allowed only to order one-fourth of the cigars imported during the year 1915, our factories have indeed a blue outlook for

them ahead. The United States during the fiscal year may also import less cigars from us, and whether the minor countries may not eventually decrease their calls, instead of increasing them, remains to be seen yet.

Romeo y Julieta shipped last week 600,000 cigars, of which France received 256,000; Spain, 126,000; Park & Tilford, New York, 140,000, and the remainder was split up to different countries. At the moment the factory is still overcrowded with orders. Don Pepin Rodriguez, who sailed for Spain on the 14th inst., by the handsome steamer, "Infanta Isabel," had many friends to see him off, and all of them wished him Godspeed, a pleasant stay in his native country, and a safe return by the end of the year.

Partagas is also working very diligently in order to get off as many orders, as are pending now, before the new law takes effect.

Punch is also extremely busy for the United States, and Government orders for Great Britain's Army and Navy.

H. Upmann has also felt the enlivening pulse in the demand from the United States, and has plenty of orders as long as the demand shall continue.

Sol and Devesa de Murias unfortunately have not succeeded yet in having met with a good representative for the United States, therefore does not share in the good demand from the American importers, but is doing well in other directions.

Hoyo de Monterrey is also doing well, while the other factories do not seem to work as well.

We now submit our monthly statistics for the month of April, as follows, viz.:

Exports from April 1 to April 30, 1917,	8,315,931	cigars.
Exports from April 1 to April 30, 1916	7,673,229	"
Increase during month of April, 1917,	642,702	"
Exports from April 1 to April 30, 1916,	7,673,229	"
Exports from Jan. 1 to April 30, 1917,	33,639,442	"
Decrease during first 4 months of 1917,	9,215,830	"

Increases by countries, during April, 1917, as compared with April, 1916:

Great Britain,	1,671,331	cigars.
Denmark,	127,000	"
Chile,	87,314	"
Russia,	63,777	"
Norway,	59,250	"
Portugal,	45,200	"
Egypt,	28,870	"
Netherlands,	19,000	"
Uruguay,	14,480	"
Canary Islands,	11,200	"
Costa Rica,	10,700	"
Turkey,	10,000	"
Total,	2,148,122	"

Decreases by countries, during April, 1917, as compared with April, 1916:

France,	772,250	cigars.
United States,	219,400	"
Spain,	116,935	"
Australia,	92,575	"
French Africa,	83,550	"
Canada,	75,250	"
Italy,	61,000	"
Brazil,	20,670	"
Switzerland,	19,045	"
Argentine Republic,	17,851	"
Gibraltar,	16,950	"
British Africa,	10,000	"
Total,	1,505,476	"

The ten principal countries, which in 1916 took over one million cigars from us, show the following changes in the four months of 1917, as compared with 1916:

Increases

United States,	3,816,949	cigars.
France,	2,733,126	"
Spain,	922,979	"
Russia,	113,777	"
Australia,	61,230	"
Canada,	60,200	"
Total,	7,708,261	"

Decreases

Great Britain,	16,620,209	cigars.
Denmark,	1,136,735	"
Argentine Republic,	220,142	"
Chile,	60,057	"
Total,	18,037,143	"

Leaf Tobacco and Other Notes of Interest

The strike of the dock laborers and longshoremen is affecting our imports, as well as exports, seriously, and unless ended soon, it will prevent steamers from coming here, as for instance the United Fruit Line has already stopped some of its steamers from touching at our port.

The majority of our cigar manufacturers have formed a stock company to manufacture their own cigar boxes in future, as through the scarcity of cedar wood, the small concerns were unable to fill the orders intrusted to them. The capital is fixed at $150,000, and the president is Francisco Pego (of the Partagas factory), the secretary is Jose Dieguez, and the treasurer, Jose F. Rocha. The company has bought a suitable building in the Cerro for $90,000, and has secured an ample supply of cedar wood.

Jose C. Puente & Company sold 150 bales of Partido and Remedios leaf during the last two weeks.

Ted Smith bought 559 bales of Remedios and Vuelta Abajo leaf for the firm of Hinsdale Smith & Company

Manuel A. Suarez & Company disposed of 143 bales of Vuelta Abajo and Remedios leaf during the past fortnight.

Cifuentes, Pego & Company purchased 260 bales of Vuelta Abajo for their cigarette factory, Partagas.

Camejo & La Paz sold 107 bales of new Vuelta Abajo, libre de pie and hojas de semillas, ultimately.

Aixala & Company sold the first lot of assorted new Partido leaf, to a Tampa manufacturer, for the lower grades and resagos, and the upper wrapper bales to a local factory.

Leslie Pantin shipped over 1600 bales of leaf tobacco last week to his Northern customers, besides a large quantity of cigars.

Shippers of above 200 bales of leaf tobacco during the two weeks ending May 12th, from the port of Havana, were:

Cuban Land and Leaf Tobacco Company, 1664 bales; Walter Sutter & Company, 1215 bales; Leslie Pantin, 1094 bales; Virgilio Suarez, 933 bales; Ernest Ellinger & Company, 808 bales; J. Bernheim & Son, 730 bales; Mark A. Pollack, 447 bales; Menendez & Company, 364 bales; Allones, Limited, 340 bales; Havana Tobacco Stripping Company, 284 bales; Havana Tobacco Export Company, 274 bales; Aixala & Company, 210 bales; H. Upmann & Company, 204 bales.

Oretaniv.

The Columbus Cigar Company, Columbus, O., has opened a wholesale jobbing house with a full line of cigars and stogies. Four salesmen are employed to cover the State of Ohio. Headquarters are located at 88 North Front Street, Columbus.

Fight Down High Cigar Costs

How?

Here is a full plan of strategy for the war!

Do *Your* Bit!

in the Cigar Manufacturers' Battle. Everyone of these war moves has benefited others. You should use all of them.

1—Raise your Prices.
And raise them enough so that the dealer can pass the raise on to the smoker. A small raise only weakens the dealer without covering your extra costs. If the dealer were raised to $40.00 per M. on present 5c. goods he would get 6c. for the cigar at retail. He would have $20.00 to cover his costs and profit, but at $37.50 he has only $12.50 instead of the former $15.00. His expenses have increased as well as yours. When you raise prices, raise enough to help the dealer, not to squeeze him.

2—Make war sizes.
Reduce the present excessive sizes of cigars. Save a pound or two of tobacco per thousand and save on labor and on boxes by making smaller cigars.

3—Make cigars with molds.
They save you a pound of filler per thousand over hand work. The cigars are easier to roll and molds increase your output per hand. The cigars are cheaper in labor cost and every bit as good.

4—Boost the odd cent price movement.
Why shouldn't cigars sell at odd cents as well as other things do? No reason on earth. The trade have their minds chained to nickels and dimes. Break the shackles. They are not as strong as you think. Others are doing it. Get in line. Don't hang back.

5—Make straight cigars.
They smoke freer, require less skilled labor to make, cost less for labor and give a bigger output per hand.

6—Don't sell good cuttings.
Use them to make scrap cigars and keep that good money in your pocket. They cost you a lot per pound. Why not make cigars out of them?

7—Use the DuBrul Scrap Cleaner.
A man can run through a ton or more per day and get it really clean of all foreign matter. He can't *clean* scraps or cuttings by hand and can only handle a little per day.

8—Make scrap cigars.
Every cigar to retail at 5c. at a profit should be made of scrap—not long filler. You can't afford the luxury of long filler in 5c. brands.

9—Use the DuBrul Bunch Machine for scrap goods.
Makes 1000 bunches per hour. Better and more regular than hand work. Makes a fluffier bunch, better smoking and with less tobacco. Very important in view of present cost of tobacco.

10—Use DuBrul Scrap Cutters.
Cut your scrap to regular size in damp condition. Don't waste money breaking scrap in dry order into irregular pieces. It makes too much dirt and small stuff. Tobacco costs too much to waste that way.

11—Use DuBrul Hand Bunchers for long filler cigars.
They double the output of a bunch maker. Save a pound of binder per thousand and can't make a choked bunch.

12—Don't make marble heads.
They are harder and slower to finish. They cut down your factory output. They take more wrapper than pointed heads.

13—Use DuBrul Suction Tables.
They save 10% of wrappers, double the output per hand and are very easy to learn to operate. Some very fine Havana 15c. sizes are made on them now. Every cigar with a binder should be suction made.

14—Cut down label expense.
Simplify your labels. The smoker doesn't care such a lot for the label as the trade seems to think. Just watch the average smoker buy a cigar and see for yourself how little he bothers about the color and design of the label. Some of the biggest sellers have the cheapest labels.

15—Don't band cigars.
Save that useless expense. Protect your brand by branding your cigars. The DuBrul Champion Brander stamps your brand on 40,000 a day with one girl working it.

16—Join the Tobacco Merchants' Association.
The trade needs a big organization whose combined voice will sound to Congress like a *roar*. An individual voice is only a sparrow's faint peep. Only by strong organization can the tobacco trade prevent injustice in taxation and other things. If you don't join why should your neighbor fight your battles? Get in with him and everybody help.

17—Do it now.
Every one of these items is saving money for some one. If you are not using all these schemes you are not as efficient as you must be to succeed in the fight. If you don't know all about all these schemes just write us for full information on any points you need. Call for help from

The Board of Strategy

THE MILLER DUBRUL & PETERS MFG. CO.
CINCINNATI, OHIO

CANADIAN TOBACCO PRICES RISE

No Advance to Canadian Consumers Yet—Step Will Soon Be Taken—New Impetus to Tobacco Growing

THE tobacco industries of Canada and Great Britain are feeling the effects of war more keenly than at any stage of the conflict. The British Government has increased the tobacco duties, with a consequent increase of prices to the dealers and consumers. In Canada there has been no advance to the consumer as yet, but reduced tobacco importations from the United States, the elimination of Asiatic supplies and the greatly increased cost of practically all things used in the manufacture of tobacco are factors which importers and manufacturers declare must cause an advance, unless conditions improve materially.

Reviewing Canadian conditions the Toronto "Globe" says:

"One of the largest tobacco, cigarette and cigar manufacturers in the Dominion states that for the past year conditions in the tobacco trade have been abnormal, and at present this unfortunate condition is accentuated, with little prospect in sight of improvement.

"'Practically all varieties of tobacco the world over, have increased in price during the past year anywhere from 50 to 100 per cent,' he said. 'We manufacture our products from imported leaf exclusively, and in our experience we have never paid such prices as are ruling today.'

"He further stated that Virginia leaf, used for the pipe and also for cigarettes, has risen in price 50 to 75 per cent. Tobacco commonly known as Turkish, but which is grown in Macedonia, Turkey and Asia Minor, is practically unobtainable today, except in small lots, for which he would have to pay from 200 to 400 per cent. more than he would for the same tobacco before the war. Havana, Java and Sumatra varieties, which are used in the manufacture of cigars, have doubled in price during the past eighteen months.

"Ingredients used in the manufacture of tobacco are, without exception, bringing unprecedented prices, and the cost of all supplies, such as tinfoil, tin cans, tinplate, labels and numerous other articles, have kept in line with the general increase in costs.

"Notwithstanding these conditions, no change has been made in the price of manufactured tobaccos or cigarettes, but a slight advance has been made in the price of cigars. The cost of labor is also appreciably higher.

"'Unless a change is experienced in the near future,' declared this manufacturer, 'we believe that manufactured tobacco in all forms will have to be sold at higher prices, and the fact that this has not occurred before is because of the general practice of the trade in Canada to put out their goods to the public at prices of five cents and multiples thereof, which cannot easily be changed. We believe that all manufacturers of tobacco in Canada are operating today under the greatest difficulties, and if the quality of their various brands is to be maintained, there will be no alternative but to ask the consumer to pay more for his smokes. Generally speaking, the consumers seem to be purchasing about the same quantity of tobacco as before the war, but we cannot look for any increase in trade until the tide of immigration again turns to this country.'

"Experts state that the return of the hundreds of thousands of Canadian soldiers to Canada when peace is declared will have a beneficial effect upon the Canadian tobacco trade.

"The exact condition of affairs in the Canadian tobacco-growing industry is given by Federal Government officials and experts. A summarized statement of their opinions is as follows:

"After the short Canadian crop of 1916, due to the reduced acreage in tobacco and the adverse climatic conditions of the season, it looks as if the growing of tobacco in Canada is to receive a new impetus in 1917. Most of the farmers in Ontario who have previously paid some attention to the tobacco crop are going to take advantage of the shortage of United States supplies by increasing their acreage, doubling it in many instances.

"A large amount of tobacco seed was distributed in the Province of Quebec last winter. The acreage in tobacco is going to be much larger than usual in the Yamaska Valley, also in the districts where tobacco is grown north of the St. Lawrence, between the counties of Joliette and Two Mountains. The establishment of new warehouses in the Yamaska district means that the binder tobacco industry is becoming more and more firmly established in Canada every year and that the domestic leaf of that type is gradually displacing in Canada the Wisconsin binder. With a proper selection of the soils devoted to the growing of the binder types it is even possible to foresee the time when the Canadian farmer will be able to compete, to some extent at least, with the Connecticut grower."

TURKISH CIGARETTES
CADO COMPANY, INC.
26-30 Park Place - - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - 10 for 15c

We are *proud* of STAG.
And your customers will *like* STAG.
Because STAG is the ripened product of "156 years' experience in making good tobacco!"
You lay a smooth, firm road to loyal patronage when you recommend STAG.
STAG *backs* you up!

EVER-LASTING-LY GOOD

Have you smoked the famous toasted cigarette?
LUCKY STRIKE cigarette
Delicious steak ("toasted"
LUCKY STRIKE The real Burley Cigarette
It's toasted
Here's a NEW Creation
LUCKY STRIKE The real Burley Cigarette
Toasted tobacco
The only big advance in 20 years in cigarette making
You know those green blue and red tin boxes!
LUCKY STRIKE The real Burley Cigarette
It's toaste
You like your meat cooked Dont you?
Guaranteed by
The American Tobacco Co.
INCORPORATED
YOU must always think of our guarantee on every package of Lucky Strike Cigarettes as a direct personal message from The American Tobacco Company to you—not as a mere business formality. Read it; this is what it says:
GUARANTEE
If these cigarettes are not in perfect condition, or if they are not entirely satisfactory in every way, return the package and as many of the cigarettes as you have not smoked, to your dealer and he will refund your money.
The American Tobacco Co.
You couldn't ask for anything more complete, sweeping or unreserved, could you? You are protected, the dealer is protected, everyone who pays his money for Lucky Strike Cigarettes is given the squarest deal that plain English can define.
There are no strings to this guarantee, visible or invisible: if not in "perfect condition" or positively satisfactory in every way" he will refund your money.
Isn't it a satisfaction to you to buy goods in which the manufacturer's confidence is so completely expressed, and the dealer's confidence so thoroughly backed up? It gives you confidence, brings us all together—a complete circle of confidence.
Lucky Strike Cigarettes are offering an entirely new flavor to cigarette smokers: they are a new creation in cigarette manufacture, because the Burley tobacco is toasted. Toasted tobacco represents the first big advance in cigarette manufacture in 20 years. Lucky Strike is the real Burley cigarette: you'll enjoy it immensely the new flavor: the new idea.
It's toasted
LUCKY STRIKE "IT'S TOASTED" CIGARETTES
20 for 10c
Raw coffee? Never! "Toasted coffee Every time!
Toasting seals in flavor
It's toasted
It's toasted
You dont l
raw pear
You like th
roaste

THIS IS the story the LUCKY STRIKE newspaper Advertisements are telling to millions of smokers everywhere

"Here's the LUCKY STRIKE Cigarette—a new flavor—the tobacco, it's toasted. Same idea exactly as your hot-buttered toast at breakfast. (It sounds fine—makes everybody want one—that toasting idea.) They're always fresh—toasting holds the Burley flavor. Everybody loves Burley. LUCKY STRIKE, the real Burley Cigarette at last. IT'S TOASTED."

The American Tobacco Co.
INCORPORATED

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

Cigars Wanted

WANTED—Cheap banded cigars. Address Box 211, care of the "Tobacco World."

Help Wanted.

ROLLERS AND BUNCHMAKERS WANTED on little cigars. I. B. Krinsky, 207 North Fourth Street, Brooklyn, N. Y.

For Sale.

FOR SALE—Three Universal Stripping Machines, in first-class condition. Write Commercial Cigar Company, Newark, Ohio.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

Tampa

Harry Culbreath Now at Officers' Training Camp—W. W. Rosebro Returns to Factory—Salvador Rodriguez and Mrs. Rodriguez Go North

Tampa, May 24, 1917.

MOISE BUSTILLO, of M. Bustillo & Company, has returned after a ten days' visit to Havana, where he made some purchases for the factories.

Harry Culbreath, widely known representative of V. Guerra, Diaz & Company, has gone to the officers' training camp at Atlanta, Ga., following his enlistment in the Officers' Reserve Corps.

Val M. Antuono has recently left for Havana, where he will inspect the leaf market and make some purchases.

Jorge Leon, of San Martin & Leon, is still in Cuba, where he is giving his attention to the leaf crops on his plantations.

Francisco Arango, of Francisco Arango & Company, following his return from New York left for Havana, accompanied by his nephew, Jose Arango.

W. W. Rosebro, sales manager of M. Bustillo & Company, has returned to the factory following a road trip which netted him some excellent orders, indicating a constantly growing demand for his firm's goods.

Jose Cosio, of Berriman Brothers, is among those who have gone to the Havana leaf market to look over such of the new crop as may have arrived from the country.

Salvador Rodriguez, accompanied by Mrs. Rodriguez, has left for New York, where they will spend the summer months.

A. L. Cuesta, Sr., of Cuesta, Rey & Company, has returned from his visit to Cuba.

Eli Witt, accompanied by Mrs. Witt, has left Tampa for Colorado Springs, where they will spend the summer.

Jose Lozano, of F. Lozano, Son & Company, has left on an extended trip through the Middle West, and will probably return via New York.

Orders are coming to hand fairly strong according to many of the manufacturers. The output has fallen off somewhat, but the factories are still maintaining the million-a-day average.

The revenue tax situation is causing much worriment, and if the present graduated tax proposal, as concerns the higher grades of cigars, becomes a law, it will work a great hardship for many of our manufacturers.

"It is a far more serious matter than would at first appear," said a manufacturer of high-priced cigars, "to change either size or retail price. It is one thing to say, 'do it,' and another to accomplish it successfully."

Perfecto.

Miller, DuBrul & Peters Plan Fight on Cigar Costs

On another page will be found recommendations of the Miller, DuBrul & Peters Manufacturing Company for fighting the increasing costs of cigar production.

The first suggestion is to raise prices to the retailer, so that he will have to charge six cents for the cigar, thus giving him a larger profit, and so helping him. Another is to reduce sizes, and to boost the odd-cent price movement. There is a paragraph boosting the Tobacco Merchants' Association, pointing out the value of co-operation in fighting injustice.

Of practical value to the cigar manufacturer are suggestions regarding the use of DuBrul suction tables and hand-bunchers. The economies of manufacturing straight cigars, and of the use of scrap tobacco, is also emphasized. Miller, DuBrul & Peters equipment and machinery help to further reduce expenses in connection with work of this character.

German Cigar Factories Temporarily Closed

A news dispatch from Constance, Baden, is to the effect that the military authorities of Baden have temporarily closed all cigar factories in order to release the workmen at the earliest possible moment for the harvesting of crops. The entire population, regardless of sex, has been ordered to help in the harvest. They will work at wage rates commensurate with those paid in their respective localities.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

LA VALLIERE:—40,217. For all tobacco products. April 18, 1917. American Litho. Co., New York City. The title "Flor de Valliere" was registered by their Harris Branch, on January 10, 1894.

BLENDELLA:—40,219. For all tobacco products. April 21, 1917. American Litho. Co., New York City.

HIGHBROOK:—40,220. For all tobacco products. April 21, 1917. American Litho. Co., New York City.

LIBERTY BOND:—40,221. For all tobacco products. May 7, 1917. American Litho. Co., New York City.

LIBERTY LOAN:—40,222. For cigars, cigarettes, cheroots and tobacco. May 2, 1917. Wm. Steiner Sons & Co., New York City.

WAR RATIONS:—40,223. For cigars, cigarettes, stogies and cheroots. April 28, 1917. Union-American Cigar Co., Pittsburgh, Pa.

EXTRA DIVIDEND:—40,224. For cigars, cigarettes, stogies and cheroots. April 30, 1917. Union-American Cigar Co., Pittsburgh, Pa.

HOME DEFENSE:—40,225. For all tobacco products. May 8, 1917. Schwarzkopf & Ruckert, New York City.

WIN-THE-WAR:—40,226. For cigars, cigarettes and tobacco. May 9, 1917. Eleonore H. Fettretch, New York City.

McDONNELL'S 14-90-2:—40,227. For cigars, cigarettes, tobacco, cheroots and stogies. April 25, 1917. Stephen F. McDonnell, Lawrence, Mass.

BETTY BRIGHT:—40,228. For cigars, stogies and cheroots. April 20, 1917. The Kildow-Lynn Co., Dayton, O.

C & R:—40,231. For all tobacco products. May 10, 1917. Cuesta, Rey & Co., Tampa, Fla.

LITTLE KELLY:—40,232. For all tobacco products. May 7, 1917. L. J. Sliwinski, Buffalo, N. Y.

ARNOLD HAGUE:—40,233. For all tobacco products. May 16, 1917. American Litho. Co., New York City.

LA FLOR DE RAMON ALVAREZ Y CA.:—40,234. For all tobacco products. May 12, 1917. Ramon Alvarez & Co., Tampa, Fla.

FAIRFORD:—40,235. For all tobacco products. May 2, 1917. American Litho. Co., New York City.

BIRCHMONT:—40,236. For all tobacco products. May 2, 1917. American Litho. Co., New York City.

KEDVALE:—40,237. For all tobacco products. May 2, 1917. American Litho. Co., New York City.

UTILITY KIT:—40,238. For cigars, cigarettes and tobacco. May 16, 1917. Gans Bros., New York City.

CHAS. A. JORDAN'S WHITE ELEPHANT:—40,243. For cigars. May 17, 1917. Chas. A. Jordan, Monticello, Wis.

TRANSFERS.

LA VALIERE:—29,595 (U. S. Tob. Journal). For cigars, cigarettes, cheroots and tobacco. Registered November 25, 1904, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to American Litho. Co., New York City, April 24, 1917.

C-S:—15,589 (Tob. Leaf). For cigars. Registered August 15, 1908, by A. C. Phelps, Cedar Rapids, Ia. Transferred to American Litho. Co., New York City, April 30, 1917, and retransferred to Cuesta, Rey & Co., Tampa, Fla., May 8, 1917.

SCHAGROSE:—35,145 (U. R. B.). For cigars, cigarettes, cheroots, stogies and tobacco. Registered September 16, 1908, by Schagrin & Roseman, Youngstown, O. Transferred to The Schagrin-Roseman Co., Youngstown, O., May 14, 1917.

BEER HILL:—39,609 (U. R. B.). For cigars, cigarettes, cheroots and tobacco. Registered March 7, 1916, by Schagrin & Roseman, Youngstown, O. Transferred to The Schagrin-Roseman Co., Youngstown, O., May 14, 1917.

THE ELLINGTON:—33,488 (Tob. Leaf). For cigars, cigarettes, cheroots, stogies and tobacco. Registered June 4, 1907, by Buxbaum-Friedlander Co., Cleveland, O. Transferred to Schagrin & Roseman, Youngstown, O., February 5, 1915, and retransferred to The Schagrin-Roseman Co., Youngstown, O., May 14, 1917.

SCHAGRIN & ROSEMAN'S SHEET & TUBE STOGIES:—40,138 (T. M. A.). For stogies. Registered March 15, 1917, by Schagrin & Roseman, Youngstown, O. Transferred to The Schagrin-Roseman Co., Youngstown, O., May 14, 1917.

UNION RIBBON:—13,744 (Tob. World). For cigars. Registered July 10, 1902, by H. J. Fleischhauer, Philadelphia, Pa. Transferred to Rubinstone & Fisher, Philadelphia, Pa., September 10, 1902, and retransferred to L. Cohen, Baltimore, Md., May 8, 1917.

EL FAISAN:—29,491 (Tob. Leaf), and **30,155** (U. S. Tob. Journal). For cigars, cigarettes, cheroots and tobacco. Registered April 18, 1905, by American Litho. Co., New York City. Transferred to Suesskind, Schatz & Co., New York City, July 13, 1905, and retransferred to A. Sigel & Sons, New York City, May 9, 1917.

IDA MONT:—10,936 (Tob. Record). For cigars. Registered September 10, 1891, by Mange, Winner & Co., Philadelphia, Pa. By various transactions was acquired by Fred Murphey Cigar Co., Pocatello, Ida., and retransferred to Fred W. Winter, of The Winter Cigar Manufacturing Co., New York City, February 14, 1917.

HERMITA:—17,985 (Tob. World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered June 10, 1909, by Central Litho. Co., Cleveland, O. Transferred to American Litho. Co., New York City, August 28, 1916, and retransferred to Bernard Schwartz, Detroit, Mich., May 21, 1917.

HERVIDA:—39,863 (T. M. A.). For all tobacco products. Registered August 17, 1916, by American Litho. Co., New York City. Transferred to Bernard Schwartz, Detroit, Mich., May 21, 1917.

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Business Opportunities Page.
Try it.

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
GIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

Manuel Alvarez & Co.
Importers and Packers of Havana Leaf
And Packers of Puerto Rican Tobacco
Havana Office: SAN MIGUEL 136 Puerto Rico Warehouses: "CAYE" New York Office: 175 WATER STREET

J. K. LEAMAN
Packer of and Dealer in
Leaf Tobacco
Office and Salesroom
110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

CARDENAS y CIA Cable Address, "Nasdecar"
Almacen de Tabaco en Rama
SPECIALTY—VUELTA ABAJO AND ARTEMISA
126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

Wholesalers Raise Tobacco Prices in Britain

The British Government's action in raising the duty on tobacco has been followed by a meeting of London wholesale dealers at which the following revised retail prices were agreed upon:

All tobacco and snuff to be advanced 2d per ounce, except tobacco manufactured in bond and other expensive brands; cigarettes sold by weight to be increased by 2d to 3d per ounce; 1d packet cigarettes to be advanced to 1½d; 1¼d packets to 1¾d; 2½d packets to 3½d; 3d packets to 4d; 3½d packets to 4½d; 4d packets to 5d, and all packet cigarettes above these prices to be increased at the rate of 1½d per 10.

It was decided that British cigars sold at prices ranging from 1½d to 3½d should be increased a ½d each; and higher class British cigars 1d each.

Commenting on the situation, the "London Times" says:

"The effect of the increased duty on tobacco will probably mean that the consumer will be asked to pay an additional 2d an ounce for what he puts into his pipe. When last the duty was increased by 1s 10d on the pound, the tax was passed on to the smoker at the rate of 1½d an ounce on the cheapest tobaccos and of 2d an ounce on the better kinds. An advance of 2d all round is now anticipated, and even shag will cost 7d an ounce. The popular packet of ten cigarettes, which a year ago rose in price from 3d to 4d, will now cost 5d.

"The trade and the public had expected the imposition of the additional duty. Rumor, in fact, had suggested a heavier increase than the Chancellor of the Exchequer has put on, and during the past week there has been a run on the tobacconists' shops to buy at the old prices.

"Tobacconists do not expect that the new duty will seriously affect their sales. For a few weeks there may be a falling off of business, because so many customers have got a pound or so of tobacco or a few hundred cigarettes in reserve, but when these are exhausted the higher prices will be cheerfully paid. The fact that Bonar Law expects the tax to yield an additional £6,000,000 is a clear indication that he believes smoking will go on as usual."

Manila Cigars Gain 24,000,000 First Three Months

Following is a comparative statement showing by months the numbers of cigars and cigarettes exported to the United States during the first three months of 1916 and 1917:

Month	Cigars 1916	1917
January,	4,506,224	12,943,106
February,	9,857,689	11,022,952
March,	5,619,246	20,157,629
Total,	19,983,159	44,123,687
Increase,		24,140,528

Month	Cigarettes 1916	1917
January,	255,000	201,000
February,	987,750	395,000
March,	340,000	807,500
Total,	1,582,750	1,403,500
Decrease,	179,250	

Reynolds Tobacco Company Increases Capital

The R. J. Reynolds Tobacco Company has announced to stockholders an increase of $5,000,000 in the 7 per cent. cumulative preferred stock. All is offered to holders of common stock. This will give the company a capital of $20,000,000.

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
WOODHAVEN AVENUE, GLENDALE, NEW YORK

Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)
Growers, Packers and Dealers in **Leaf Tobacco**
Figuras 39-41, Cable "CUETARA" Havana, Cuba

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

MENDELSOHN, BORNEMANN & CO.
HAVANA & PORTO RICO TOBACCO
196 WATER STREET, NEW YORK
PACKING HOUSES: HAVANA, CUBA, CATAÑO, PORTO RICO

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of **LEAF TOBACCO**
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

Havana Warehouse Monte 167 Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

MAXIMILIAN STERN
Havana Tobacco
Clavel No. 1, Havana, Cuba 165 Front Street, New York

ESTABLISHED 1877 NEW FACTORY 1904
H. W. HEFFENER & SON
Steam Cigar Box Manufacturers
AND MAKERS OF
Patented Wire Bound Shipping Cases
HOWARD & BOUNDARY AVE. YORK, PA.

HEYWOOD STRASSER & VOIGT LITHO. CO.
CIGAR BOX LABELS
BANDS AND TRIMMINGS

WESTERN OFFICE
179 West Washington St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada

PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

THE MOEHLE LITHOGRAPHIC CO.
CLARENDON ROAD & EAST 37th ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
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22nd St. and Second Ave.,
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MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
Wm. STEINER, SONS & CO.
257-265 WEST 17th ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

1117 Broadway
New York

J. Peterson
PRESIDENT

PHILIPPINE TOBACCO CO., Inc.

Manufacturers of High Grade Manila Cigars
AND
Exporters of Leaf Tobacco

EXCLUSIVE BRANDS FOR DEALERS ORDERING LARGE QUANTITIES

CORRESPONDENCE SOLICITED

Cable Address "PITCO," P. O. Box 654, Manila, P. I.

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY

GEORGE W. HELME CO., 111 Fifth Ave., New York

Mr. Dealer—This Sign on Your Window —

JOHN RUSKIN CIGAR 5¢

[Sign—red and white]

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at 5¢ and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.
The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

THAT'S WHY—

The sale of **Bold Cigars** continues to increase—**the quality remains ever the same.**

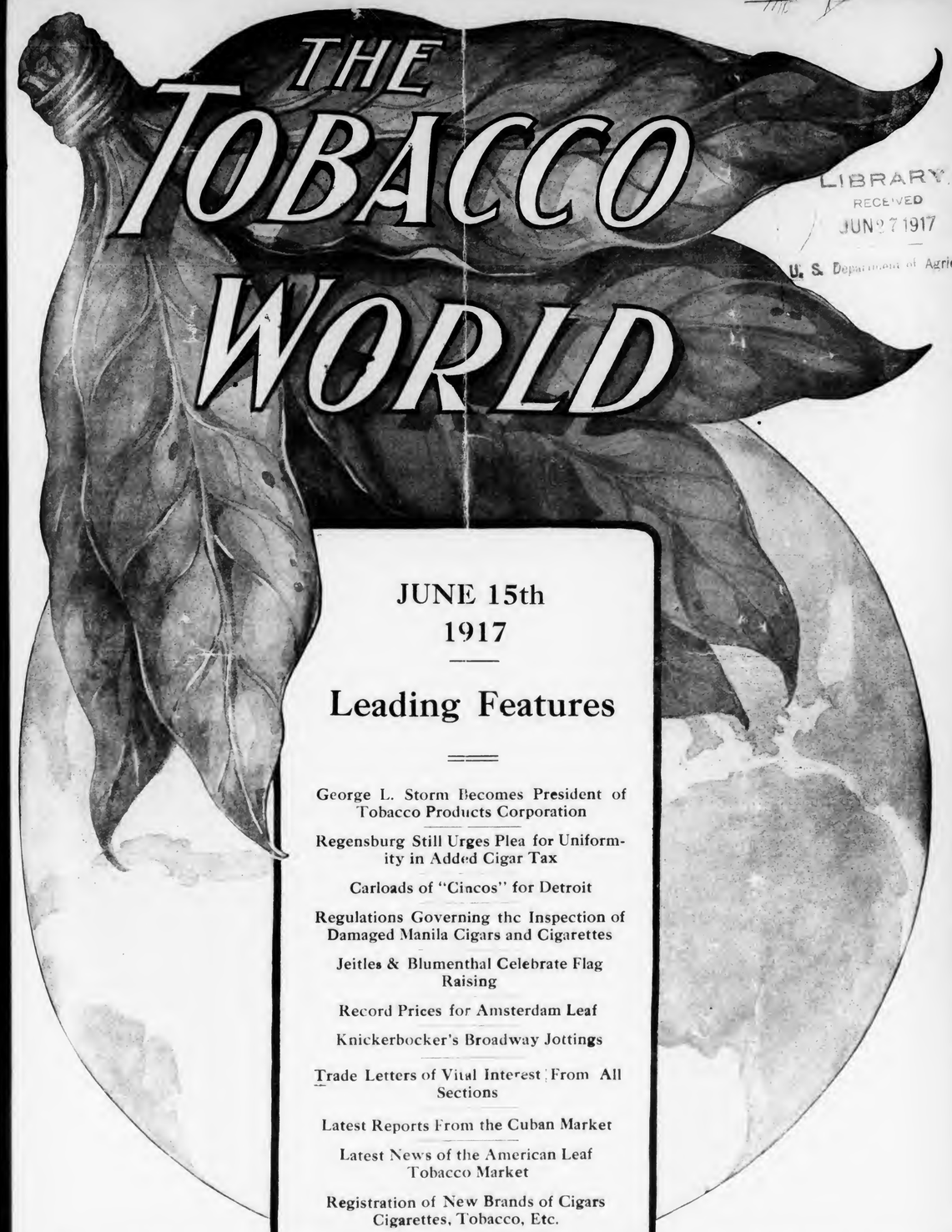
Bold is known and deserves to be known as the nickel cigar

"Above All"

The ever increasing prices of tobacco, in fact everything necessary for the manufacture of Bold, has not deterred its quality. In fact, we shall always maintain

BOLD
"Above All"

BOBROW BROS., Philadelphia



THE TOBACCO WORLD

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Leading Features

George L. Storm Becomes President of Tobacco Products Corporation

Regensburg Still Urges Plea for Uniformity in Added Cigar Tax

Carloads of "Cincos" for Detroit

Regulations Governing the Inspection of Damaged Manila Cigars and Cigarettes

Jeitles & Blumenthal Celebrate Flag Raising

Record Prices for Amsterdam Leaf

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars Cigarettes, Tobacco, Etc.

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F. C. LOZANO J. M. LOZANO

F. LOZANO, SON & CO.

U. S. BONDED CIGAR MANUFACTURERS

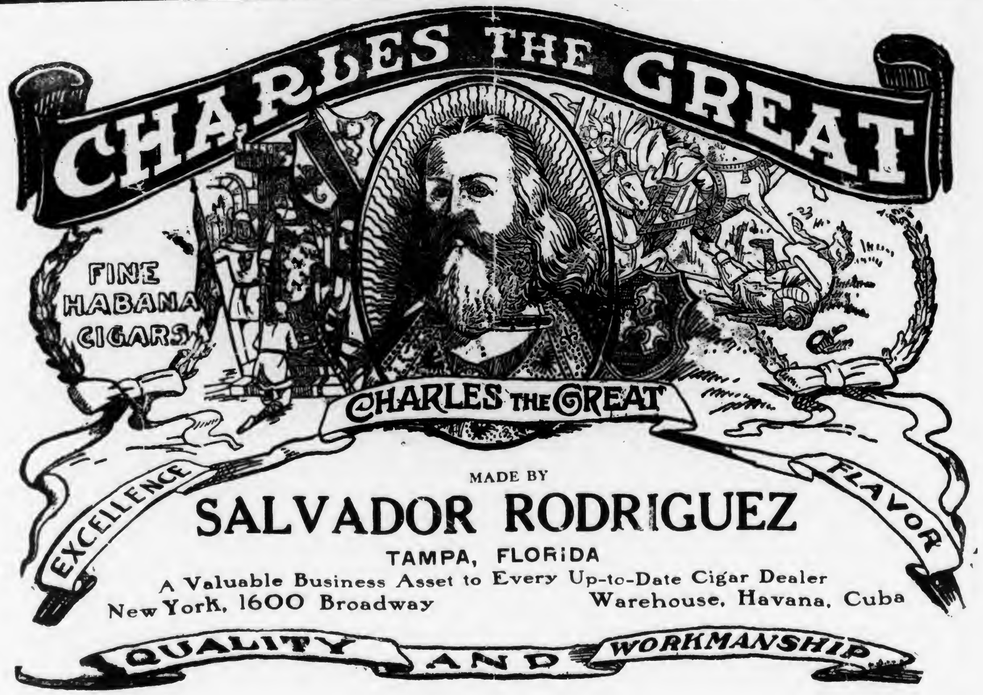
Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue

TRADE MARK
Reg. U. S. Pat. Office



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SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

MADE IN BOND

HAVANA CIGARS

Highest Quality
Best Workmanship

MADE BY

V. Guerra, Diaz & Co., Tampa, Fla.

La Flor de Portuondo

"EL GRANDE"

The Juan F. Portuondo
CIGAR MFG. CO.
PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

ESTABLISHED 1867

Y. Pendas & Alvarez

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CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, - 801-803 THIRD AVE.
NEW YORK CITY

For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
LIMA, O.

EISENLOHR'S

Cinco CIGARS

reduce selling cost~ because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS.,
INCORPORATED
PHILADELPHIA.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

Partners: Father Time Ages VELVET. Mother Nature Mellows It.

An Unbeatable Team: Time and Nature.

When tobacco manufacturers try to substitute hurry-up curing methods for slow, natural ageing of tobacco, you smokers pay the price.

There is no better method of bringing out the mellowness and mildness of "Kentucky's best" than two years' natural ageing in wooden hogsheads.

Think about that over a pipe of VELVET.

Liggett & Myers Tobacco Co.

Thar ain't a whole lot of difference between a ripe persimmon an' a nearly ripe one—on the outside. Some of these nearly matured tobaccos sorter favor VELVET in looks.

Velvet Joe

One of the advertisements in the "Bigger than Ever" Velvet Smoking Tobacco Advertising Campaign.

Watch the magazines and newspapers.

MADE AT OUR NEWARK, N. J. FACTORIES

ROCKY FORD

QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE

PUNCH

A Cigar with Hardly a Rival

MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! **SAMPLES** Free!
Ask and You Will Receive

....FIFTH AVENUE....

A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip

I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

1871 GATO 1871

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

T. J. DUNN & CO.

Makers of

The New Bachelor Cigar

401-405 E. 91st Street, New York

BACHIAS

Havana Cigars

For Men of Means

Renowned for Uniformity

IDENTIFIED BY THE GREEN AND GOLD BAND

R. A. BACHIA & CO.
West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

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FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

G. S. Nicholas & Co.

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DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

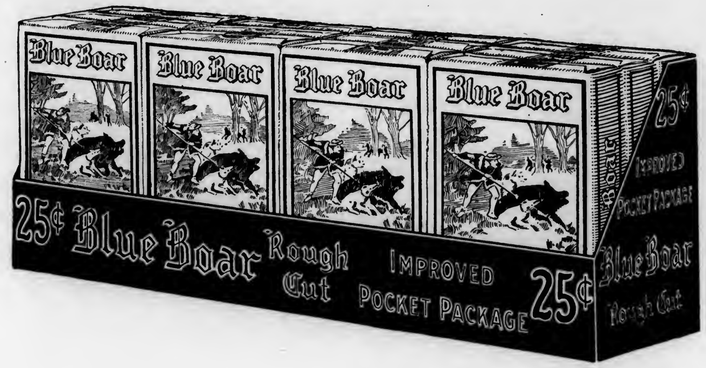
U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR



12 convenient 25c pocket packages
in a handsome counter display carton

Blue Boar
Rough Cut

If you are now selling Blue Boar, you already know the consumer demand for a pocket-size package of this popular high-grade smoking tobacco.

Here it is.

If you have not yet stocked Blue Boar, this handsome counter display carton, containing 12 of the pocket-size packages, will let you test the sales possibilities in your location.

The "rough cut" process of manufacture brings out the best in the choice American and Oriental tobaccos so skilfully blended in Blue Boar. On its merits alone Blue Boar has enjoyed a steadily increasing sale in all parts of the country.

We believe that you will find the display of one of these cartons on your counter a good business move.

Guaranteed by
The American Tobacco Co.

We are *proud* of STAG.

And your customers will *like* STAG.

Because STAG is the ripened product of "156 years' experience in making good tobacco!"

You lay a smooth, firm road to loyal patronage when you recommend STAG.

STAG *backs* you up!

EVER-LASTING-LY GOOD

LIPSCHUTZ'S
44
CIGARS

"44 Cigar Co." Philadelphia

SANCHEZ Y HAYA

Factory No 1 Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each.

Package and goods show quality and class in every detail.

"La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of

SHADE WRAPPERS

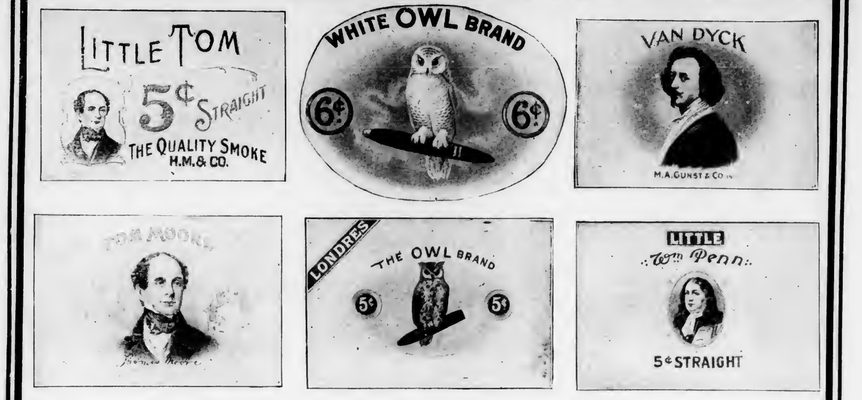
(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York



TURNOVER

TURNOVER means the rapid turn you make on an advertised Brand of Standard Quality into Uncle Sam's good money.

Turnover means that you realize on Advertised Brands in the shortest space of time.

You don't depend upon your investment to pay your rent, your salary and other expenses —it's your turnover that does the trick.

Advertised Brands is only another way of saying—

A quick turnover and larger profits.

GENERAL CIGAR CO., INC.
NEW YORK CITY

PHILIPPINE TOBACCO CO., Inc.

Manufacturers of High Grade Manila Cigars
AND
Exporters of Leaf Tobacco

EXCLUSIVE BRANDS FOR DEALERS ORDERING LARGE QUANTITIES

CORRESPONDENCE SOLICITED

Cable Address "PITCO," P. O. Box 654, Manila, P. I.

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

FRAT certainly did one thing, viz: raise the tobacco-value-giving limit sky-high.

10c quality—10c quantity—retails in the Patterson duo-paper package at

5c

Would cost double in tins.

Most jobbers are supplied.

Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

"LA MEGA" *MADE IN BOND*
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

CHANCELLOR
The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. { London, 8 Regent St., S. W. / Capetown, South Africa
Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grouse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, JUNE 15, 1917. No. 12.

GEORGE L. STORM MADE HEAD OF TOBACCO PRODUCTS CORPORATION

Daniel G. Reid Resigns Presidency to Head Directorate—Unanimously Choose Former Cigar Man as Successor—Directors Increased to Thirteen

GEORGE L. STORM, who has been senior vice-president of the Tobacco Products Corporation, was recently elected president by the unanimous vote of his associates, following the resignation of Daniel G. Reid. Mr. Reid resigned to become head of the board of directors. At this meeting, George Harder, president of the Essex Foundry, of Newark, was elected a director, the board approving a motion to increase the number of directors from twelve to thirteen.

Mr. Storm becomes president of one of the most important concerns in the industry. He takes with him into office a practical experience, a record of accomplishments and a shrewd judgment, all of which have been partially responsible for his rapid climb up the ladder of success and his entrance into the presidency of one of the most influential corporations in the tobacco industry before he has attained his forty-second birthday.

George L. Storm is the son of Henry Storm, of Straiton & Storm. He started in the cigar business in a small way in East Twenty-seventh Street, and after a short time joined the selling staff of the cigar jobbing house of R. C. Brown & Company. Later he opened a retail store and jobbing house opposite the Manhattan Hotel on East Forty-second Street. He remained in that location until he succeeded R. C. Brown & Company, as the result of the sale

(Continued on Page 20)

MR. REGENSBURG STILL HOLDS FOR UNIFORM RATE TAX ON CIGARS

His Argument Sent to Each Senator—Belief That Finance Committee Failed to Distinguish Between Manufacturers—Much Interest Evinced

ISAAC REGENSBURG, treasurer of E. Regensburg & Sons, has not been a bit daunted in his belief that Congress should pass a law which will provide for the continuation of the system of taxing cigars on a uniform basis, no matter how high the tax, and he is making every effort on behalf of his firm and other members of the trade to put the matter squarely up to the individual members of the Senate, who must finally vote upon the bill as presented by the Finance Committee of the Senate.

On June 2d, Mr. Regensburg, following up the carefully prepared argument which he submitted to the Senate Finance Committee during the month of May, sent the following communication to Hon. F. M. Simmons, chairman of the Finance Committee:

Letter of June 2d

From articles appearing in this morning's New York newspapers, it is evident that further pressure has been brought to bear on the Senate Finance Committee in the matter of the proposed tax increase on cigars and tobacco products.

The proposed scale of graduated increase tax on the selling price of cigars will cause extreme hardship and will not be conducive of the best results. It must be borne in mind that cigars at the source are sold at certain fixed and established prices per thousand. Five-cent and ten-cent cigars predominate in sales and are sold by manufacturers respectively at $35 to $37.50 per thousand for nickel goods and from $55 to $63 per thousand for cigars retailing at ten cents each (or between seven and one-half cents and eight cents each at the hundred rate to consumers). We have made the recommendation for a uniform flat rate tax increase per thousand cigars, and if the recommendation that we have made is not considered favorably by the committee, it is paramount that they determine (in the event that they decide in favor of a graduated tax increase) what will constitute the sales price and what tax should be paid at the source.

As manufacturers of high-grade cigars selling to consumers at retail for ten cents and twelve and one-half cents each, we claim that if a graduated tax is fixed by the committee, we would only be obliged, legally speaking, to pay tax on five and one-half cent, six and one-half cent and eight cent rates (which are our wholesale prices at the source), unless the committee would specifically provide and define the correct interpretation and meaning of the drastic measure tentatively proposed. To obviate serious complications, we again, in all earnestness, recommend to your esteemed committee the adoption of a flat uniform price tax increase per thousand cigars.

No matter what the article, it has been customary to tax at the source. Under the revenue laws now affecting cigar manufacturers, it is natural that the tax must be collected at the source, and in that event, how much additional tax is to

(Continued on Page 24)

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ESTABLISHED 1881

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J. LAWTON KENDRICK, Treasurer

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HOBART BISHOP HANKINS ..... Advertising Manager

BUREAUS OF SPECIAL CORRESPONDENCE

TAMPA MILWAUKEE LANCASTER CINCINNATI
HAVANA, CUBA, OFFICE—PERSEVERANCIA 8, CARLOS M. WINTZER Representative

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Vol. XXXVII JUNE 15, 1917 No. 12

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JESSE A. BLOCH, Wheeling, W. Va. ..... Vice-President
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WOOD F. AXTON, Louisville, Ky. ..... Vice-President
RAWLINS D. BEST, Covington, Ky. ..... Secretary-Treasurer

Despite the cry for an increase in the retail prices of cigars we find a considerable division of opinion among both the manufacturers and retailers. Already a number of manufacturers are working on smaller sizes, thus

Will Make Smaller Sizes

enable the brand to be sold at five cents straight, while the manufacturer may also be able to saving on labor and raw amaterial, which will absorb the added war tax.

There is justification in the belief that six- and seven-cent cigars can be sold, but in nowhere near the volume that nickel goods are disposed of. A large manufacturer recently said that it was a serious matter to even consider changing the retail price of a brand selling at five cents straight, and interviews with a number of retailers bear out this statement. The opinion is that a smaller cigar will not hurt sales to the same extent as will an increase of a cent or two in the retail price.

We know of some very large orders recently placed for high-priced goods where the jobber and manufacturer each agreed to absorb one-half of the war tax, whatever it may be.

The other day a manufacturer called attention to an order he had just placed for domestic tobacco at thirty cents a pound. He had paid previously twelve cents for it. Right there his cost of production increased about $2.50 a thousand.

There must be a readjustment, but it is safe to assume that the large manufacturers of nickel goods will proceed very slowly. The war is bringing many financial burdens to the consumer and his cigar and tobacco purchases may be curtailed somewhat as a result. To raise the price of nickel goods at this time may not work out as successfully as a reduction in size.

Retail cigar dealers in certain sections of New York City, who have evidently felt the pinch of advancing prices in the match industry, have made a startling innovation by distributing to their customers matches made in Japan.

Matches "Made In Nippon"

The packages are similar in nearly all respects to the familiar flap packages which are used for advertising purposes by chewing gum concerns, United Cigar Stores and many others, with the exception that instead of a double row of matches, one of which is broken off as desired in the American-made package, the Japanese manufacturer packs only eight matches to each package, with a yellow sulphur head, and the tips are mounted on soft, red-colored wood, which is stamped in manufacture into eight strips, so that the sticks will easily divide, and give a firm base when the match is struck on the box.

The dealer, who handed out one of the packages, said he could buy them at considerably less money than he could American-made goods, and that as is well known, the item of free matches played such an important part in the overhead cost of a retailer, that he personally felt unable to pay the advanced prices on the American-made match, and when the Japanese goods were offered him, he jumped at them at the prices quoted.

This incident of the invasion of New York City with matches made in Japan is indicative of the wonderful work which the Japanese people have been doing in the past three years in getting their goods into the available markets of the world; and yet the question will pop up, "How is it that the match manufacturers of Japan are so equipped that they can make goods over fifteen thousand miles away and ship them at abnormal ocean freight rates to the United States, and then undersell our home manufacturers?"

Ralph B. Oppenheim Leaves Eastern Cigar Manufacturers

Ralph B. Oppenheim, sales manager of the Eastern Cigar Manufacturers, Incorporated, of Perth Amboy, N. J., has severed his connection with that firm.

In referring to the matter, A. P. Rippenbein, secretary and general manager, stated that the firm regretted very much the severance of relations as they had always been most pleasant. There is no change in the controlling interests of the firm, this being held as heretofore by the family of Morris Rippenbein.

Samuel C. Preston, who conducted one of the best cigar shops in Cloverdale, Ind., went on the financial rocks on June 7th, and filed a voluntary petition in bankruptcy. His schedule showed debts amounting to $2137, with only $885 worth of assets.

DETROIT SMOKES "CINCO" BY THE CARLOAD

LARGEST SHIPMENT OF ONE BRAND OF CIGARS EVER MADE TO A DISTRIBUTER
4,250,000 FOUR CARLOADS
EISENLOHR'S
CINCO
CIGARS
FOR LEE & CADY, DETROIT, MICH
ASK CHARLIE HIGGINS HE KNOWS

Lee & Cady, who are the Detroit distributors for the "Cinco" cigar made by Otto Eisenlohr & Bros., Incorporated, have a large standing order for semi-monthly shipments. But Charlie Higgins, who is buyer for Lee & Cady, found out that they needed still more, so he telegraphed an order in seven figures to be included with the next semi-monthly shipment. This brought the number of cigars to go out in one shipment up to 4,250,000.

If Charlie Higgins was to be granted an extension of life until he, personally, consumed this shipment, at the modest rate of ten a day, Charlie would still be blowing smoke rings from "Cincos" in Anno Domini 3082. It would take him more than 1164 years to get to the last box. If Charlie was willing to fulfill the contract up North where "The nights are six months long," and the days the same, he could add some four hundred thousand years to his life. This would, doubtless, establish a new high record for longevity and put an everlasting quietus on the anti-tobacco cranks.

Philadelphia Notes

D. Ostrow, Seventh and Chestnut Streets, is displaying "Admiration" cigars in the window of his store.

E. R. Whitner, of Arguelles, Lopez & Brother, called on the trade recently with excellent results.

"General Marius," ten-cent cigar, is being featured extensively by Duncan & Moorhead, at 722 Chestnut Street.

Dave Aschenbach, sales manager of Bayuk Brothers, has recently returned from an extended trip through the West.

Ben Lesser, of Salvador Sanchez y Ca., was a recent visitor, who gathered some nice orders for the firm's brands.

"Topic" cigar, made by Bobrow Brothers, continues to have a heavy call, while the famous "Bold" brand is going bigger than ever.

"Havarona" cigars received a boost last week when Mr. Michaels, representing the Cayey-Caguas Tobacco Company, called on the trade.

Duncan & Moorhead offered as a prize to the second man who would enlist in the Marine Corps during marine week 500 "Admiral" cigarettes.

Owing to his poor state of health W. H. Dohan, head of the El Draco Cigar Manufacturing Company, is in his office only a few hours each day.

Leach & Company report that they are enjoying a steadily increased call for the "Marie Antoinette" brand, made by E. Kleiner & Company, New York.

Yahn & McDonnell continue to push the "La Sultana" brand, for which they have the distribution, with the result that new accounts are being added almost daily.

The new factory of Neumann & Mayer, located at Lynchburg, Va., is working steadily on the "Bella Mundo" brand, which the trade is calling for in large quantities.

A. G. Bucher, of the Juan F. Portuondo Cigar Manufacturing Company, is now calling on the trade in the Middle West. He is arranging for several campaigns on the firm's brands.

Riker & Hegeman have opened their new store on the south side of Market Street, above Second. They are featuring "Black and White" cigars and cigarettes in one of the windows.

"El Yutan" continues to be a leading seller for Dusel, Goodloe & Company, the North Seventh Street jobbers. It is placed in most of the prominent stands in the business section of the city and has a steady call.

William R. Bullock, in charge of the cigar department of Mitchell, Fletcher & Company, at Twelfth and Chestnut Streets, has taken up his summer residence at Wildwood, N. J., and will be a commuter for the next four months.

Particularly in the northwestern and northeastern parts of the city the "Rose-O-Cuba" cigar, manufactured by the Fleck Cigar Company of Reading, is making rapid strides. George Parker, the Girard Avenue jobber, gets the credit for this.

Knickerbocker's Broadway Jottings

The Kaiserhof has changed its name to the Cafe New York.

Robert E. Lane is expected back in town next week following a brief business trip.

John W. Merriam is in the Middle West sending in a stack of orders to the factory.

Henry Durlach, of Durlach Brothers, has been taking a brief rest at Delaware Water Gap.

H. A. Rovira, of Benito Rovira & Company, was a recent visitor to the Boston trade.

C. A. Clark, of Adolph Frankau & Company, Limited, recently came on from Montreal to New York.

Justin Seubert, who was a recent visitor, has returned to his headquarters at the Syracuse factory.

Alfred Esberg, vice-president of the General Cigar Company, Incorporated, was a vistor to Washington.

Horace R. Kelly, the Manila importer, has left for his summer vacation, which he will spend at Narragansett.

Vivian Myers, of the Cortez Cigar Company, is calling on the local trade, having come up recently from Key West.

Jose Diaz, head of the Preferred Havana Tobacco Company, expects to leave for Havana shortly on a business trip.

S. P. Coe, well-known manager of the cigar department of the Acker, Merrall & Condit Company, has been ill at his home.

Albert Worch, of the Wayne Cigar Company, Detroit, Mich., who has been visiting in New York, left for home last week.

Frederick Hirschorn, president of the General Cigar Company, Incorporated, has been ill at his home for several weeks.

Mark A. Pollack, well-known Havana leaf man, is now visiting in New York. He will leave shortly for home via Tampa.

Adoph Loewenthal, son of Perry Loewenthal, has been admitted to the firm of P. Loewenthal & Company, at 138 Water Street.

Abe Caro is back at headquarters after a trip through the South, where he met with unusual success on the Santaella brands.

G. J. Whelan has charge of the tobacco industry's share of the Red Cross campaign which will endeavor to raise $100,000,000.

E. Popper, of E. Popper & Company, made a quick trip through part of New York State, and brought home a fat order book.

George Themelis, of "Rose Tip" cigarette fame, has returned to the New York offices following a trip through the Middle West.

William Roberts, president of the R. Steinecke Company, has recently returned to New York headquarters following a trip through the Middle West.

C. W. Boom, of the Cien Porcieto Company, who has been in Porto Rico for some weeks, has recently returned to Liberty Street headquarters.

The American Sumatra Tobacco Company is another concern that has made substantial purchases of Liberty Bonds. They amount to $100,000.

A. J. Lachman, formerly in the Porto Rico business, has taken offices in the same suite with his old friend, Seymour Bookman, at 80 Maiden Lane.

Jesse Powell, of Lincoln Brothers, has reached New York, following a successful trip through the Middle West in the interests of "First Consul" cigars.

The Cado Company, Incorporated, manufacturers of the "Cado" and "Fifty-Six" cigarette brands, have removed to more commodious quarters at 145 Lafayette Street.

The first week in July is the time set for the opening of the "Garcia Grande" factory in Perth Amboy. Mr. Klorfein states that he has room there for three hundred hands.

Harry Rinaldo, who is now Western representative of the Tobacco Corporation of America, will shortly introduce a big campaign on the "La Sultana" brand on the Pacific Coast.

Very favorable reports are being turned into the Chicago office of Ryan & Raphael by the New York representative, J. C. Howell, who has done splendid work on the "Lucius" brand in this territory.

So rapid has been the growth of the "High Life" cigar, made by the Gene-Vall Cigar Company, that this firm has been compelled to take over the entire building at Eighty-sixth Street and Third Avenue.

The Cayey-Caguas Tobacco Company reports that orders for "Savarona" cigars continue to pour in. Orders are being filled more promptly now due to the arrival of several large shipments from Porto Rico.

"Upmann's Twins," two cigars banded together and selling for fifteen cents, have made a hit wherever introduced, and jobbers throughout the country are showing a lively interest in securing some of them.

The General Cigar Company, Incorporated, and the American Cigar Company have acquired 6000 bales of the Sumatra recently imported by the Sumatra Import Corporation. They will not participate at the inscription on Friday.

S. W. Levine, of H. Duys & Company, has returned from San Francisco, where he went to look after the receipt of the Sumatra tobacco purchased on the Island of Sumatra by the Sumatra Import Corporation, and to see that it was started for New York in time for the Inscription to be held on the 22d of June.

Max Maier to Reside in New York

MAX MAIER, who succeeded to the business of A. Blumlein & Company, importers of Sumatra, Java and Havana tobacco, with headquarters at 124 Water Street, New York City, has given up his home in Detroit, and brought his family to New York, where he has taken apartments in an uptown hotel.

Mr. Maier for a long time was connected with the Blumlein business in their Detroit branch, and this will be continued as heretofore, with offices at 160 Jefferson Street.

The new owner of the business is exceedingly popular with the cigar manufacturing industry in the Middle West especially, and this is due in a great part to his keen sense of humor, and his love for harmless jokes.

A few days before he left Detroit, Mr. Maier called up his family grocer on the telephone, and in a disguised voice informed the grocer that "That fellow Max Maier had given up his apartment, and was going to skip to New York without paying his debts." The grocer promptly took the wind out of his sails, by informing him curtly over the telephone that he did not know who was talking to him, but that the truth was an entire stranger to his would-be informant, and that Mr. Maier was good for anything in his store and for any amount. Thereupon Mr. Maier disclosed his identity and told the grocer, much to the latter's amazement, who he was, and for him to send around and get his final check. Then the big laugh.

Mr. Maier will be a welcome addition to the Water Street colony.

Cado Company Fully Installed in New Home

Drucklieb Brothers, Incorporated, owners of the Cado Company, have fully completed the removal of their offices and factory from their old location to the splendid new quarters at 145 Lafayette Street, and after two weeks everything is in fine shape for the proper reception of customers and the advantageous manufacture of their exclusive brands of high-grade Turkish cigarettes.

Their new loft is in a modern building, with splendid light from the western and southern exposure, so that all goods can be made under the most careful inspection and sanitary conditions.

Mr. Paul Drucklieb says that they have had most encouraging orders on their widely known "56" brand from all sections of the country, and repeats never fail to come. The "Cado" brand, a popular priced box of cigarettes has made many new friends with its novel package, which contains cork tips, adjustable at the pleasure of the consumer.

Dealers who are desirous of adding a new and exclusive line of Turkish cigarettes are assured of interesting treatment at the hands of the Cado Company.

Robert R. Heywood, head of Heywood, Strasser & Voigt Lithograph Company, has been away for the past week on a brief business trip. His firm's big plant, at 263 Ninth Avenue, is fully occupied on a number of important orders for cigar labels.

The "Big Drive" on "Owls" and "White Owls"

THE management of the General Cigar Company, Incorporated, of New York City, have been carrying on one of the most convincing campaigns of publicity in the interests of the dealer and the consumer during the past month that has ever been attempted on any particular brand of cigars in the United States, and the brands featured have been the "Owl" and the "White Owl."

As is well known, the "Owl" brand has been one of the largest sellers in the five-cent grade of cigars in the United States for many years, and the "White Owl," which is now being pushed so strenuously, is the "Owl's" big brother, so to speak, i. e., the same cigar, as far as to quality and workmanship, but twenty per cent. larger (invincible shaped), and retails at six cents apiece.

Under the slogan "The Million Dollar Cigars," the company have been running superb full-page advertisements in the leading metropolitan newspapers of the Eastern section, and the copy used has proved most valuable in convincing new trade. The trade journals of the industry have all been carrying announcements to the dealers for some weeks backing up the campaign to the consumers.

The distribution of the two brands for Greater New York is in the hands of the M. A. Gunst branch of the General Cigar Company, while Wilkinson, Gaddis & Company, the big Newark jobbers, are the distributors for New Jersey.

We are informed that the campaign has been most successful thus far in every detail, and it might be added that it was planned out just as a "big drive" is planned out "somewhere in France."

American Can Company Declare Extra Dividend

War time prosperity is reflected in the action of the directors of the American Can Company on June 7th, when at their quarterly meeting they declared an extra dividend of 1¾ per cent. on the preferred stock of the company, in addition to the regular quarterly dividend of the same amount, both dividends payable July 2d.

This extra dividend is to apply to the accrued dividends in arrears, amounting at present to 8¾ per cent., and is the first distribution on this account since April 1, 1913, at which time the directors handed out a lump sum of 24 per cent.

The American Can Company have taken full advantage of their opportunities in the present world's war, and, turned all available machinery into profitable products.

New York Broker Wants Big Lot of Cheap Cigars

A well-known cigar broker of New York City informs us that he is in the market for a hundred thousand or possibly one hundred and fifty thousand lots of cheap-grade cigars. He does not want to pay more than $14 per thousand at the outside, and would like to talk specially with any factory which could turn out goods even lower than the figure named.

We will be glad to furnish the name and address upon application to our office in Philadelphia.

The War and Business

(The following is an abstract of an address delivered by Hon. Edward N. Hurley, former chairman of the Federal Trade Commission, before the World Salesmanship Congress, Detroit, Mich., Thursday, June 14.)

A LARGE part of the burden of winning the war falls upon you business men. The boys in the trenches will do their bit; they will make all the sacrifices required of them. Those who stay at home must make sacrifices of a different kind, but unless they are made, the war will drag on indefinitely.

Shortly there will be created in Washington a central purchasing commission for the United States Government and its Allies. If this agency provides a uniform system for purchases, such as the cost of production plus a reasonable profit, the basis will be established for sound business conditions throughout the nation.

It is idle to talk about cutting the profits out of war. There should be no abnormal profits, but the normal profits of business should be maintained, because without such a fair margin of return on capital and labor there will be none of the incentive necessary for increased productive energy.

The Government is now raising a $2,000,000,000 war loan through the Liberty Bonds. The business men are contributing generously. Congress is working out a $1,800,000,000 taxation bill. The business men will pay most of this additional sum. It is necessary, therefore, that there should be a clear Government policy with respect to increasing the productive energy of the country.

We should be able to meet the war bills out of our surplus energy. This is the best contribution that business men can make. There is no need for disturbing any wage or hour standard. If a man works eight hours a day, let him put a little more heart into his task and he will find that his productive energy will increase materially. Let the business man conduct his business a little more vigorously; let him work out his cost sheets; and get his prices where they ought to be, and he will find that he is making enough extra money to pay for taxes and Liberty Bonds. That should be his bit in the war.

There is one man, above all others, who has been contributing his bit to the war, who has been meeting his increased burdens with increased energy—a man who has studied unceasingly the great problems which confronts us, and who has worked night and day, in conference and alone, to solve them. I refer to the President of the United States, Woodrow Wilson.

The President has not asked others to do what he himself has been unwilling to do. He has bought Liberty Bonds, like any other good citizen. He pays his increased income tax, like any other citizen. And he works longer hours to dispose of the larger burdens thrust upon him by the war.

The public, and especially the business men, should realize that his administration has brought peace to the business world. There have been no tirades against business since President Wilson assumed office. He has brought to the Government in Washington an understanding of the needs of business, a recognition of the fact that salesmanship is the very life of the nation. Industry, commerce, production, trade, after all, are salesmanship; for, without salesmanship, there would be no industry, commerce, production, or trade. The President has faith that this country will come through the war victorious, and his faith is based on a belief in the American people, the American workers, the American business men and salesmen.

When the President appointed me recently as a member of the War Council of the American Red Cross, I accepted because I realized that here was a humanitarian task worthy the best efforts of a business man. The same principles which will make any large industrial corporation a success will make the Red Cross a success. We have appealed to the people of the country for $100,000,000 for the titanic relief work which we must do for our own boys, and for our comrades in Europe; and while it will be a buying and distributing job primarily, the same business principles, which make private business concerns successful, will bring about the organization and the efficiency necessary to make the relief work effective.

If you men, who touch so many branches of life, want to help in this work, speak up for the Red Cross when you meet your fellows and those with whom you do business.

Great Meeting of Tobacco Men

On Thursday, Friday and Saturday, June 28, 29 and 30, a great meeting of tobacco men will be held at Old Point Comfort, with headquarters at the famous old Chamberlin. The Tobacco Association of the United States will hold its fifteenth annual meeting at that time and on account of a number of things that confront the tobacco trade a large attendance is expected. In fact, we are assured by officers of the association that tobacco men will be there from all parts of the United States and perhaps some from across the water. The Tobacco Association of the United States is one of the most important business organizations in this country, and numbers among its members prominent men in the trade in all parts of the United States, as well as many bankers, transportation men, manufacturers of tobacco supplies, machinery, etc.

"In union there is strength" quite as truly in the tobacco industry as in political alliances. "All for one and one for all" should be the actuating motto of all tobacco men in these days of stress. The combined wisdom of all men interested is needed to look after the welfare of the tobacco trade, and there is no better way of co-operating than by attending the Tobacco Association meeting at Old Point the last three days of this month. Besides the business value of the conference, the social get-together of tobacco men from different sections of the country is of inestimable benefit to each man in broadening his outlook and sympathies. The money it costs is neither an extravagance nor a speculation; it's the safest kind of business investment.

Mr. Adams, of the Chamberlin, will give special rates during the three days, and there will be something doing all the time. The convention comes at a season when tobacco men are more or less at leisure, and at a fine season of the year for a holiday, and at the same time tobacco men and others identified with the trade can meet each other and "talk it over."

T. M. Carrington, of Richmond, Va., is president of the association; W. L. Petty, Lexington, Ky., first vice-president; R. P. Watson, Wilson, N. C., second vice-president; B. P. Eggleston, Drakes Branch, Va., third vice-president; G. E. Webb, Winston-Salem, N. C., secretary and treasurer.

The following tobacconists (in addition to the officers) constitute the Board of Governors of the association: J. S. Miller, Henderson, N. C.; G. O. Tuck, Louisville, Ky.; E. J. O'Brien, Louisville, Ky.; H. E. Spillman, Huntington, W. Va.; E. B. Ficklen, Greenville, N. C.; E. V. Webb, Kingston, N. C.; W. G. Rogers, Warrenton, N. C.; J. M. Edmunds, Wilson, N. C.; C. W. Walters, South Boston, Va.; Helm Glover, Louisville, Ky.; M. R. Cotton, Louisville, Ky.; O. H. Ellis, Springfield, Tenn.; T. H. Kirk, Cincinnati, Ohio; W. T. Reed, Richmond, Va.; A. P. Thorpe, Rocky Mount, N. C.; W. Z. Mitchel, Oxford, N. C.; J. L. Wingo, Richmond, Va.; A. B. Carrington, Danville, Va.; S. W. Venable, Durham, N. C.; W. L. McGill, Petersburg, Va.; G. T. Patton, Darlington, S. C.; G. S. Norfleet, Winston-Salem, N. C.; J. A. Clark, Bedford City, Va.; E. S. Carleton, Richmond, Va.; J. S. Phelon, Owensboro, Ky.; John H. Hodge, Henderson, Ky.

JEITLES & BLUMENTHAL FLAG RAISING

Employees Participate in Patriotic Event—Superintendent Fox Presents Flag to Hart Blumenthal

ON Saturday last employees of Jeitles & Blumenthal, Limited, participated in a flag raising, which was the feature of an interesting program at 119-123 South Eleventh Street. The principal address was made by Hart Blumenthal, who accepted the flag, presented by the employees, on behalf of the firm.

The flag was presented to Mr. Blumenthal by William Fox, superintendent of the Jeitles & Blumenthal factories, who made the following remarks:

"Messrs. Jeitles & Blumenthal, the women and men in your employ have conferred the honor upon me to transfer this, the greatest emblem of the greatest democracy on the face of the earth, to your company. Let me say this to you, Mr. Blumenthal, that my daily observations of our employees, since the entry of our beloved country into this, the greatest of all wars, I have not found among our hundreds of employees one that would not give their all to our country. While we have a majority born in foreign lands, it is so much more remarkable that our establishment is entirely free from enemy sympathy, and to my mind we should feel proud of that condition, and, Mr. Blumenthal, that great emblem is transferred to you unsullied, and we hope it floats over our building until victory comes to our country."

In receiving the flag Mr. Blumenthal replied as follows:

"This committee has done very well in sending down these four attractive young ladies to bring me up here. They were sure not to be amiss in that respect.

"With great appreciation and thanks on behalf of our firm, I accept this beautiful emblem, the flag of our country, through your superintendent, Mr. Fox. I only regret that by unforeseen circumstances it was impossible for my partner to be present here today to also give expression to his thanks and appreciation.

"I take this flag to be a mark of your attachment and devotion to our firm. During the past there has always been harmony and peace and good-will among us, and I sincerely hope that it may always be so in the future.

"In this time of stress in our government, it is fitting that we give expression to our loyalty and devotion to the American flag. It is the flag that guarantees to us that so long as we do not personally take advantage of the rights of others, that the individual right and freedom of every one is guaranteed.

"Our flag, to my mind, stands for justice, for freedom and for right, and it is the duty of all of us to support our Government at this time with all the strength there is within us, and we can all support if by no other way than by word of mouth at least, and by economizing in our wants so that those that are fighting with us and for us on the other side of the ocean can get that much greater help from our hands.

"It was the great emancipator, our beloved President Lincoln, who on the battlefield at Gettysburg made the never-to-be-forgotten statement that this is 'a government by the people, of the people and for the people.'

"Today we are fighting for a principle far greater than that. We are fighting for the principle to make every civilized government in the world 'a government of the people, by the people and for the people.'

"We propose in good time to do away with kings and queens and kaisers—to relegate them to the dust heap of the times of the past, so that every self-respecting man and woman will be free.

"As we take this emblem, our American flag, and throw it to the soft breezes of spring, to the warm sun-kissed rays of the sun, I want to call your attention to its beautiful blue field and broad stripes—emblematic that the earth shall be as free, in time, as the bright starry heavens above us.

"I want you to look at its white stripes and let them represent purity of heart and mind.

"I want you to look at its red stripes and let them represent the pure, rich, red, loyal blood—American blood now—that flows through the veins of every one of you.

"I thank you."

The program of the occasion was as follows:

11.30 A. M.—Stop work. All employees clean up their places and dress, but wear no hats.
12 noon—All departments assemble on third floor and each carry a small American flag.
12.15—All form a double line on third floor.
12.30—A committee calls on Messrs. Jeitles & Blumenthal to receive flag on third floor.
12.40—Address by superintendent, Mr. Fox, in behalf of the employees, transferring the flag to Messrs. Jeitles & Blumenthal, who then proceeded to pull out the flag on the flag-pole.
Address by Mr. Hart Blumenthal, accepting flag on behalf of the firm.
1 P. M.—All retire for refreshments.
2 P. M.—Fourth floor cleared for dancing.

Defendant Claims Tobacco Was Musty

The trial of Ernest N. Austin, of Suffield, Conn., against Robert M. Simons, of Springfield, Mass., began recently in Superior Court. The suit is for $500 and grows out of the alleged failure of the defendant to pay a sum of $240 due on two notes for a quantity of tobacco sold by Austin to Simons.

The defendant filed a declaration in set-off, in which he declares that the tobacco was musty and unmarketable and therefore should not have been paid for. One note for $125 was dated February 18, 1912, and was due four months later, June 18, 1912. The other note was for $115, and dated March 1, 1912, and due August 1, 1912.

The defendant also says that the plaintiff admitted that the tobacco was unfit for market and sent said defendant a receipt, whereby he might cure the tobacco properly. The defendant tried the receipt and it failed to work, he alleges.

C. A. Whelan, Chairman of Directors' Board

At a meeting of the directors of the United Cigar Stores Company of America, Charles A. Whelan was elected chairman of the board and chairman of the executive committee.

Mr. Whelan gave out a statement following the meeting, explaining that this action was taken to consolidate as quickly as possible various subsidiary companies under the one name of the United Cigar Stores Company of America. The object, he said, is to put the affairs of the company in accord with the different laws, already passed or proposed, having to do with the taxation of corporations, and thus effect considerable saving.

Mr. Whelan stated that Edward Wise, who has been president of their large operating companies, has been elected president of the United Cigar Stores Company of America and will continue in charge of the operating end of the business.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

RECORD FOR AMSTERDAM LEAF TRADE

Year 1916 Established New Records—Due to Unusual Market Conditions and Increased Demands

AMSTERDAM has been for many years the world's principal tobacco market, and 1916 established new records for quantity and prices realized at the various auction sales. Some brands were excellent in quality, othersfairly good and but one or two unfavorable. The value of the total transactions in the Netherlands in 1916 is estimated at $62,310,000, of which $50,250,000 is credited to Amsterdam. In 1915 the total amount was $29,951,100 and in 1914, $228,-911,000. Most of the tobacco imported into the Netherlands comes from the Dutch East Indies, chiefly Java and Sumatra, while minor quantities are imported from British Borneo, Brazil and the Dominican Republic.

The following table gives a resume of the tobacco transactions. The figures cover the stock of tobacco on hand in Amsterdam on January 1, 1916, the imports during the year, amount sold during the year and the number of bales unsold December 31, 1916 (the bale averaging about 171 pounds):

Item.	Java. Bales.	Sumatra. Bales.
Stock on hand January 1, 1916.....	19,086	13,698
Imported during the year	539,055	213,477
Total	558,141	227,175
Sold during the year	523,451	209,235
On hand December 31, 1916.....	34,690	17,940

Never did the leading grades of tobacco command such high prices as in 1916. The causes were unusual market conditions, increased demand, especially from the United States, and exceptionally good and favorable qualities, suitable for the various markets.

The price of Sumatra tobacco increased 86.8 per cent. in 1916 over 1915; Java, 76.9 per cent., and Borneo, 141.7 per cent. The average price per package of one-half kilo (1.1 pounds) of Sumatra, Java and Borneo tobacco is given for 1913, 1914, 1915 and 1916, respectively: Sumatra, 54 cents, 51 cents, 38 cents and 71 cents; Java, 11 cents, 9 cents, 13 cents and 23 cents, and Borneo, 30 cents, 27 cents, 24 cents and 58 cents.

Statistics show that the number of bales imported and the amount realized in the Netherlands from the leading grades of tobacco for the past four years were as follows:

	——Sumatra——		——Java——	
Year.	Bales.	Value.	Bales.	Value.
1913	282,921	$23,919,000	693,440	$12,220,800
1914	251,688	19,617,600	522,117	9,752,520
1915	246,538	14,070,000	490,111	14,190,600
1916	232,942	25,426,500	475,998	32,024,400
Total..	1,014,089	$83,033,100	2,181,666	$68,188,320

The steady increase of tobacco imports into the Netherlands is shown by the approximate total value of the leading grades (Sumatra, Java and Borneo): 1876, $7,661,718; 1886, $13,709,106; 1896, $15,893,871; 1906, $31,601,220, and 1916, $58,201,650.

The Sumatra crop of 1915, marketed during 1916, was of unusually high quality owing to favorable climatic conditions. The yield was slightly less than in 1914. Sumatra tobacco is used as an outer wrapper for cigars. The Java crop was equally good in quality and exceeded the product of 1914 by 285,600 packages. The Borneo crop, small and not suitable for this market, was sold at a greatly advanced price on account of the heavy demand for all kinds of tobacco.

The German Government prohibited the importation of all raw and manufactured tobacco (cigarette material excluded) and established a central bureau for the purchase of tobacco. Before this many German tobacco buyers appeared at the Amsterdam public sales, purchased large quantities and paid good prices. As a result of the new order it is expected that prices of tobacco for Germany will decline next season.

In November, 1915, the Netherlands Oversea Trust removed the requirement that all tobacco originating in countries other than the Dutch Indies must be consigned to it and a guaranty given that none would be shipped to any of the belligerent countries. On July 14, 1916, this restriction was enforced again, and thereafter several Java importers, as well as owners of North and South American tobacco, seemed unwilling to dispose of their stock, although very high prices were offered. Upon intervention by the Union of Tobacco Dealers the regulations were somewhat modified, but the importation of "N. O. T. free" tobacco for any length of time is practically stopped.

The exports of tobacco to the United States during the last five years were: 1912, $7,887,517; 1913, $8,589,717; 1914, $9,703,679; 1915, $4,593,383, and 1916, $8,634,974.

That the exports in 1916 were almost double those of 1915 is due chiefly to the larger and better crop of the kind best suited for the American market. Owing to prosperity in the United States, more tobacco than usual is being consumed. Reports having predicted favorable crops, an unusual number of American buyers attended the Amsterdam sales in 1916. Competition was very keen, and prices paid were in many cases higher than in 1915. The supply, however, having been insufficient to cover the demand, Americans are awaiting the outcome of the 1916 crop, which is forecasted as somewhat smaller than the last one, although of very good quality.

The tobacco exported to the United States during 1916 was chiefly Sumatra wrapper leaf, first and second length. The quantity of good Java tobacco was too small to be of any importance to the American market, and but minor quantities of Borneo tobacco were shipped.—"Commerce Reports."

Duties on Sumatra for Inscription Will Yield $7,000,000

The United States share of the Sumatra tobacco crop, which has been purchased by a recently organized New York City corporation for $5,000,000, will cost the buyers nearly $7,000,000 in duty plus the cost of hauling and transportation, which will probably add another $500,000. That portion of the crop which is considered suitable for American consumption amounts to about 3,500,000 pounds. It was purchased by the Sumatra Tobacco Import Corporation, of which John H. Duys is president; Abraham Bijou, vice-president and secretary, and Joseph F. Cullman, Jr., treasurer.

The duty on Sumatra tobacco in original packages, unstemmed, is $1.85 a pound. Under normal conditions Sumatra tobacco is sold in Amsterdam, Holland. The war, however, has made it impossible to transport the tobacco to Holland with safety, and the buyers of the crop have made arrangements, with the consent of the Dutch Government, to ship it directly from Sumatra to New York City by way of San Francisco. A representative of the new corporation said today that America received only about twenty per cent. of the entire Sumatra crop, a large portion of the remainder going to Germany, which is one of the largest consumers of this grade of tobacco.

The 3,500,000 pounds will be sold in this country upon the arrival of the shipment in the original packages. The agreement with the Dutch Government was effected by the new corporation in order to insure the delivery of the tobacco in this country and keep the factories going.

Harland Eaton, Summitville, Ind., has recently purchased the Lawrence Jones cigar store in that place.

Will Gibbons, Bloomington, Ill., who formerly sold newspapers, has established himself in the cigar and tobacco business at 527 North Main Street, that city.

Regulations Governing Damaged Manila Cigars

FOLLOWING are the regulations governing inspection of damaged Manila cigars and cigarettes in the possession of importers and dealers in the United States and allowances which shall be made under the provisions of Act No. 2613 of the Philippine Legislature:

1. Section 10 of Act No. 2613, of the Philippine Legislature, provides that:

> "Whenever cigars and cigarettes bearing the standard inspection label hereinbefore required, shall arrive in the United States in a worm-eaten, musty, or moldy condition, or shall become worm-eaten within sixty days after arrival, the United States agent hereinbefore provided for, shall inspect same at the request of the importer or dealer and cause them to be reconditioned if practicable; if not, and the importer or dealer so desires, they shall be returned to the Philippine Islands. Expenses incurred in reconditioning such cigars in the United States or in transporting them back to the Philippine Islands from the place to which consigned when they left the Philippine Islands shall be borne by the Insular Government."

2. In order to secure the benefits of this section, the importer must report the alleged damaged condition to the Chief, Bureau of Insular Affairs at Washington, D. C., or to one of the duly appointed Philippine tobacco agents in the United States, if such there be, within forty-five days of their arrival at point of consignment in the United States, in the case of musty or moldy cigars, and within seventy-five days of their arrival in the United States in the case of worm-eaten cigars. In such report a request for inspection of the cigars must be made, and the following data must be given:

(a) Ship by which goods were transported from Manila to the United States;

(b) Date of departure from Manila;

(c) Date of arrival in the United States;

(d) Port of entry in the United States;

(e) Place and name of consignee;

(f) Date of receipt by consignee;

(g) Shipping number found on cigar boxes;

(h) Number and kind of cigars received under each shipping number;

(i) Number or quantity of damaged goods;

(j) Name of manufacturer, exporter, importer, and owner of cigars, who is entitled to or claims reimbursement.

The Philippine tobacco agent in the United States, in cablegrams or letters to the Collector of Internal Revenue of the Philippine Islands referring to cigar shipments, will mention the shipping numbers that are placed on all cigar boxes which absolutely identify the shipment.

3. Upon receipt of the report stated in the preceding paragraph, an agent in the United States of the Collector of Internal Revenue for the Philippine Islands will inspect the cigars,

(a) In the case of worm-eaten or musty cigars, where the damage is appreciable, the cigars, with the boxes in which they are contained, may be destroyed in the presence of the Government agent. The agent will execute a certificate of destruction in triplicate (on B. I. R. Form No. 542), expressly describing the cigars and United States internal-revenue stamps destroyed; one copy of which he shall leave with the owner of the cigars and the other two of which he shall forward to the Chief, Bureau of Insular Affairs. Upon receipt of the certificates of destruction, and with the approval of the Chief, Bureau of Insular Affairs, the disbursing agent of the Philippine revenues will refund to the owner of the cigars the value of the United States internal-revenue stamps destroyed. Said refund will be charged to "Reduction of Revenues" in the Philippine Revenue account for United States Internal Revenue collected in the Philippine Islands.

(b) In case the owner desires to return the worm-eaten or musty cigars to the Philippine Islands, and the manufacturer is willing to have the cigars returned, the agent will promptly report to the Chief, Bureau of Insular Affairs, the weight, cubic feet, and number of packages to be shipped, together with full information as to the character of shipment, name of owner in the United States, and the name of the factory. Shipment will then be arranged for by the Bureau of Insular Affairs. Upon the arrival of the cigars in Manila, the Collector of Internal Revenue will turn same over to the manufacturer for his disposition, and upon the destruction of the United States internal-revenue stamps, make corresponding refund to him.

(c) In the case of moldy cigars which it is desired to destroy or return to the Philippine Islands, the same procedure will be followed as set forth above for worm-eaten cigars.

(d) In the case of moldy cigars which it is desired to recondition, the cost of reconditioning may not exceed $1.50 per thousand, but will be less than that amount when the presence of the mold is slight. The reimbursement for reconditioning will be made by the disbursing agent of the Philippine revenues upon certificate by the inspecting agent, approved by the Chief, Bureau of Insular Affairs. The Commissioner of Internal Revenue, Washington, D. C., should be called upon to instruct the nearest collector of internal revenue in regard to emptying the cigars, destruction of the old stamps, repacking the cigars, under the supervision of a deputy, and the sale and affixture of new stamps; these stamps to be paid for by the Philippine tobacco agent out of funds advanced or reimbursed to him by the disbursing agent of the Philippine revenues. When the stamps have been affixed, the deputy will file a certificate in duplicate, in such form as the Commissioner of Internal Revenue may prescribe, setting forth the fact that United States internal-revenue stamps in a certain amount were affixed to cigars imported from the Philippine Islands. This certificate will be made the basis for a transfer from the Federal Treasury to the Insular Treasury of the amount so collected for account of the Philippine Islands.

(e) In case cigars are unsaleable by reason of being worm-eaten, they may be reduced to scrap and reworked under the provisions of United States internal-revenue regulations, provided the manufacturer or owner desires not to have them returned to the Philippine Islands. The value of the internal-revenue stamps on cigars so reduced to scrap, upon certificate of an United States internal-revenue officer or Philippine tobacco agent that said stamps had been destroyed, may be refunded.

4. No allowance may be made by the Government for expenses in connection with the reconditioning or returning to the Philippine Islands of damaged cigars, other than those set forth above. Losses due to reduced value of reconditioned cigars, and reimbursement or credit for cigars returned to the Philippine Islands, or destroyed in the United States, must be settled as between the manufacturer and the purchaser. The Philippine Government will at all

times, however, assist the parties in coming to an amicable agreement, and the Philippine tobacco agent will be available, should the parties so desire, to act as arbitrator. Importers and jobbers of Philippine cigars in the United States are cautioned to provide in their contracts with the manufacturers what allowances they will receive beyond those granted by the Government in accordance with these regulations.

JAMES J. RAFFERTY,
Collector of Internal Revenue
for the Philippine Islands.

English Retail Tobacconists Take Advantage of Consumer

The most unpopular persons in England at the present day are the retail tobacco dealers. They are accused of the most brazen stroke of war profiteering that has yet been achieved. The budget introduced last week raised the tax on tobacco by forty-four cents a pound. Thereupon almost all the dealers announced a rise in prices averaging on all forms of tobacco about sixty-four cents a pound. The dealers take advantage of an extra tax to charge the consumer the tax and also an extra profit of twenty cents a pound.

The consumers are indignant, but as the dealers generally hang together, the consumers have no remedy except to stop using tobacco. There is an additional grievance in that a large proportion of the tobacco used in England is consumed by the soldiers in training, on leave or in hospitals, and purchased by home people to send to their soldiers at the front.

The profits resulting from this increased tax really work out at more than twenty cents a pound, because both the tax and profit are charged on all the tobacco in stock which paid duty at the old rate. So that, on stocks in hand when the duty was raised, the dealers are making a new profit of sixty-four cents a pound.

The tobacco trade will make about $55,000,000 a year for collecting the new duty, which is expected to yield $30,000,000 revenue, according to the estimates of a correspondent of the Daily Mail. He figures also that the traders have about 44,000,000 pounds in stock on which they will charge the new duty to customers, without having paid it themselves.

Lancaster Tobacco Crops Aided by Rains

Recent rains, with plenty of sunshine, have prepared the fields of Lancaster County to receive their planting of tobacco, this being the proper period, but so far very little has been planted, because the plants are not sufficiently developed to be taken from the seed beds. The season is at least two weeks later than usual, and June will be almost ended before the planting season is over. And if unfavorable weather should come, too much rain or too little sunshine, July may be here before the crop is in the field.

It has been definitely determined that the county will have out in tobacco about 16,000 acres, about the normal number, and among them will be less than a thousand acres of Havana seed; most of these, too, will be on farms bordering the Susquehanna River, where it appears to do the best. Growers the last year or two have turned their backs on the Havana, though less than half a dozen years ago it was predicted that it would prove a dangerous rival to the Pennsylvania broadleaf in the favor of the Lancaster County grower. The experiment convinced the growers that their best interests lie with the broadleaf.

The collapse of the cigarmakers' strike in York has had the effect of quieting agitation for higher wages in Lancaster County, and no trouble is now apprehended here by cigar manufacturers.

The stock and fixtures of the C. G. Spees Cigar store, Pawnee City, Neb., have recently been removed to a new location.

GEORGE L. STORM MADE HEAD OF TOBACCO PRODUCTS CORPORATION

(Continued from page 11.)

of the business of Straiton & Storm, of which R. C. Brown & Company was a branch, to Kerbs, Wertheim & Schiffer. At the time of the consolidation, Mr. Wertheim turned R. C. Brown & Company over to Charles H. Storm who, at that time, was vice-president of Best & Russell Company, the largest customers of Straiton & Storm, and who played no small part in bringing about the consummation of the deal. Charles Storm turned the R. C. Brown & Company business over to brother George L.

The firm of George L. Storm & Company was formed and incorporated, and half interest was sold to the United Cigar Manufacturers Company (now the General Cigar Company, Incorporated). Later he became a vice-president of this concern and in a few years was made general manager of it.

The latter part of September, 1912, rumors were circulated of the formation of a large cigarette manufacturing combine following the incorporation of the Tobacco Products Corporation, backed by Daniel G. Reid, one of the Morgan group of financiers. The Surbrug Company and M. Melachrino & Company, Incorporated, were the first concerns to be taken over.

Mr. Reid, who not only is a financier but a man of shrewd judgment, urged the unusual point of securing a cigar man to direct the sales end of the business.

Accordingly in November, 1912, the tobacco industry learned that George L. Storm had severed his connection with the then United Cigar Manufacturers Company, and that he had become a director and vice-president of the newly organized Tobacco Products Corporation. His services were secured, primarily, to build up the sales organization, and how greatly the judgment of the directors has been vindicated in making the choice of George L. Storm requires no comment.

In February of the following year the Nestor-Gianaclis Company became a subsidiary of the Tobacco Products Corporation. Last year the firm of Schinasi Brothers was absorbed.

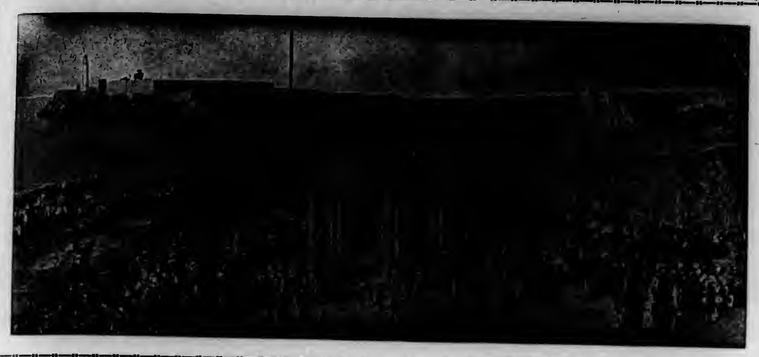
During the past year the Tobacco Products Corporation has entered foreign fields, including China, Central and South American countries and the Philippines.

At the end of 1916 the net earnings on $16,000,000 worth of common stock was equal to 5.42 per cent. as compared with 2.6 per cent. earned in 1915. All of which gives some idea of the progress the firm is making under able leadership. In addition several millions of preferred stock have been retired.

In resigning the presidency, after having seen the company placed on a firm financial basis, Mr. Reid desired that a practical and experienced tobacco man should succeed him. It was only natural that George L. Storm should be chosen.

Mr. Storm has not arrived at a high position through riding on the "band wagon." Rather he has gone about his work quietly, shunning publicity and treating his accomplishments modestly. Through his hard work, untiring energy, aggressiveness and resourcefulness, only, has George L. Storm "arrived." His knowledge and executive ability assure the Tobacco Products Corporation of a firm guiding hand to lead it on to greater success.

The American Snuff Company subscribed to $100,000 of the Liberty Bond issue.



The Cuban Market

From Our Exclusive Bureau Perseverancia No. 8

Havana, Cuba.

Havana, June 9, 1917.

THERE has been a little more activity in our leaf market during the past fortnight, as we have had a number of Tampa manufacturers in town. While their purchases have been restricted to cover their most urgent needs, nevertheless we hope to see a better market as soon as the United States Senate concludes the revision of the tariff and the internal revenue taxes. As the Senate is known to be more conservative, and does not intend to hurt the commercial interests of the country by making the war contribution so high as to kill certain manufactured articles, we think, that the present stagnation in the cigar trade, will react in due course of time. Naturally our leaf market, as well as our cigar industry, is suffering at present from the uncertainty, and which after all is the worst evil in commerce. Too high duties and taxes are bound to exercise a decrease in the consumption of the better kinds of cigars, and as our leaf is used only for this purpose, we are prepared to see a shrinkage in our exports of leaf as well as cigars, during the coming fiscal year, to the United States. For this very reason we must try to counterbalance the higher duties and taxes by a reduction in the cost of our raw product. This fact is well understood by our leaf dealers and commission merchants, but so far our farmers have not grappled this situation understandingly, thinking, as the filler crop may be short in quantity, that the same quantity would be required as in a normal year, and this is where they are making a mistake.

Weather conditions have at last changed for the better, as we have had rains in the tobacco growing districts, thus creating the necessary humidity for the vegueros to handle the remainder of their dried leaves, which were still hanging on the poles. We have not heard of any big transactions in the Vuelta Abajo, principally as the ideas of the tobacco farmers and those of the country buyers are too far apart yet. However, this is bound to come to a satisfactory settlement in due course of time, as the smaller vegueros in any event cannot hold out too long as they will need the cash to meet their contracted obligations.

Excepting the Partido crop, where the packings have been going on already for some time, the escogidas in the Vuelta Abajo, Semi Vuelta and Remedios districts cannot be in full swing before the month of July, as these styles of leaf require a more thorough fermentation, than the lighter ones of Partido. The high prices paid for Remedios, according to the explanations given to us, were only for extra choice and isolated vegas, and the buyers are not inclined to pay these figures for the balance of the crop, as it would mean a sure loss to them. They will abstain from purchasing more, so as to be able to average down the total quantity to be bought yet, and we have no doubt, that if they exercise only a little patience by waiting, and make no further offers, that the farmers will finally consent to sell at more reasonable and equitable prices. This would leave a reasonable margin for the buyers, taking into consideration, the risk they are taking to find buyers for their packed product later on, during the coming Fall or Winter.

Sales during the past fortnight totaled 2527 bales, which were split up into: Vuelta Abajo and Semi Vuelta, 1291; Partido, 639, and Remedios, 597 bales.

Buyers were: Americans, 1104; exporters to Europe, 100; shippers to South America, 540, and our local cigar and cigarette manufacturers, 783 bales.

Receipts of Leaf Tobacco From the Country

For 2 weeks ending May 24, 1917.			Since Jan. 1, 1917.
Vuelta Abajo,	4,131 bales.		19,767 bales.
Semi Vuelta,	427 "		1,641 "
Partido,	434 "		436 "
Remedios,	588 "		25,078 "
Total,	5,580 "	Total,	46,922 "

Exports of leaf tobacco, from the port of Havana, from May 13 to May 26, 1917, inclusive, totaled 18,627 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 17,277; to Canada, 840; to Norway, 100; to the United States of Colombia, 10; to the Argentine Republic, 300, and to Chile, 130 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From Tampa: Facundo Arguelles, of Arguelles, Lopez & Brother; Jose Escalante, of Jose Escalante & Company; Karl Cuesta, of Cuesta, Rey & Company; Jaime Pendas, of M. A. Gunst & Company, and M. B. Pendas, of Y. Pendas & Alvarez.

From New York: Ernst Ellinger, of Ernst Ellinger & Company; Leon Schwab, of Schwab Brothers & Baer, and Norberto Cueva, of F. Miranda & Company.

Departures—To Tampa: Jose Cosio, Val M. Antuono, Francisco Arango and Jose Arango, Angel L. Cuesta, Jose Escalante, Karl Cuesta, Jaime Pendas and M. B. Pendas.

To New York: Leon Schwab; and Bruno Diaz, accompanied by his daughters.

To Buenos Aires via Panama: Ramon Irijoa, representative of the Union of Manufacturers, as well as, of Hija de Jose Gener & Calixto Lopez & Company.

Cigars

Business in our cigar factories has slackened considerably, as foreseen in our last report. The American importers do not wish to increase their holdings, until the war contribution duties and taxes are definitely known, as in the event of the retroactive clause, of taxing the holdings of cigars in the hands of jobbers and retailers with one-half the extra duty and the increased internal revenue, being retained in the final law, there would not be an incentive for the importers to increase their stocks, through further importations of cigars, particularly, as we are in the dull period of the year. Nothing definite is known, how the British Government is going to act, with respect to the licenses to be granted to the English importers for the year, from June 1 to May 31, 1918. Trade with the other countries is also rather slow just now, therefore the outlook is far from satisfactory for our cigar manufacturers, as we shall have at least two dull months ahead of us.

Romeo y Julieta has been working up to now in splendid shape, as their output is fully one million ahead of last year, but what the future may have in store, Don Ramon Arguelles says, he is unable to tell.

Punch has no complaint to make, and Don Manuel Lopez told us that he would try his utmost to keep his cigarmakers busy as long as he could possibly manage to do so.

H. Upmann is doing as well as any of our large cigar factories, although not denying that orders have fallen off lately.

Sol and Devesa de Murias are doing a very fair and satisfactory trade with our Island, so this in connection with some orders for export, keeps the factory busy.

Leaf Tobacco and Other Notes of Interest

Fortunately the strike of the stevedores and dock laborers was ended through the efficient intervention of our President, General Menocal, and is now a thing of the past. The laborers' demands were just, owing to the higher cost of living.

Our cartmen struck for an increase of pay, and after a week's stoppage, it was likewise settled through the intervention of our Association of Leaf Dealers, Packers and Growers of Leaf Tobacco, to mutual satisfaction.

We shall feel the blessings of war contribution through stamp taxes on nearly everything, as well as income taxes on the profits of business. President Menocal issued the proclamation, but the Secretary of the Treasury has not yet published the rules in the official gazette, although the stamps and taxes shall commence from the 1st of July, and they are intended to pay the interest on the war loan of $30,000,000, as well as the sinking fund provisions after nine years. The rate of interest is to be six per cent. per annum. We shall also have an obligatory service for all young men between the ages of twenty-one to thirty years of age, thus putting Cuba on the war footing, like the United States. Militarismus will rule the world, and commerce will have to take a back seat for a while at least.

Jose F. Rocha opened his excellent Partido escogida on the 5th inst. at San Antonio de los Banos.

Walter Sutter, of Walter Sutter & Company, Havana, returned last night from his vacation in the United States, and therefore is on deck again in command.

Leslie Pantin was the biggest buyer in the last fortnight, having purchased 400 bales of leaf, for account of his Northern customers.

Candido Obeso was the most important seller with 691 bales of Vuelta Abajo, both of last year's and this year's crops.

E. H. Gato Cigar Company bought 200 bales of leaf tobacco for their renowned Key West factory.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the two weeks ending May 26, 1917, were:

Leslie Pantin, 3366 bales; J. Bernheim & Son, 2992 bales; Cuban Land and Leaf Tobacco Company, 1846 bales; Virgilio Suarez, 1363 bales; Ernest Ellinger & Company, 1275 bales; M. A. Gunst & Company, 760 bales; Walter Sutter & Company, 664 bales; Jose Suarez & Company, 617 bales; Mark A. Pollack, 448 bales; I. Kaffenburgh & Sons, 413 bales; Mendez & Company, 350 bales; Y. Pendas & Alvarez, 324 bales; Maximilian Stern, 320 bales; Allones, Limited, 300 bales; Manuel Suarez Company, 266 bales; Garcia & Company, 259 bales; Bridat & Company, 247 bales; Manuel A. Suarez & Company, 234 bales; Rodriguez, Mendez & Company, 222 bales; Havana Tobacco Stripping Company, 208 bales; Havana Tobacco Export Company, 208 bales.

Oretaniv.

British-American Tobacco Co. Brochure Welcomes U. S.

The "B. A. T. Bulletin," as it is called, and which is published by the British-American Tobacco Company, Limited, is issued, says an announcement on the front cover, "in honor of the staff of the British-American Tobacco Company, Limited, who have joined his Majesty's forces."

The April 28th issue has come to hand and the sketch of the Star-Spangled Banner entwined with the Cross of St. George tells the story. Beneath the flags is an editorial headed "British-American," which reads:

We doubt not that our readers, although so accustomed to the heading of our little publication, have appreciated during the past fortnight how much more is conveyed in our title, "British-American," than ever was the case hitherto.

That the British-American Tobacco Company, Limited, has several factories in America and a large number of Americans in its employ should surely be sufficient evidence in itself of the great cordiality, close friendship and comradeship which have always existed between us and our American friends since the company's inception, their commercial interests being ours and ours theirs.

By the entry of America into this world conflict, however, which was not determined upon lightly nor for ambition, power nor sordid interests, but for the same high principles as this country entered it in August, 1914, we are now not merely comrades in commerce, but also, happily, comrades in arms.

Friday was indeed "America Day" in London, and we were proud to do honor to the "Stars and Stripes." Never before has such a display of another flag been made in our old city; as one of our American staff says, "it was like being in New York." If any of our readers who were not privileged to attend the service at St. Paul's Cathedral on that day have not yet read the impressive sermon so ably delivered on that occasion, we do not hesitate to recommend them to do so. We only regret that space prevents our reproducing extracts here.

We feel that our friends will all be interested to hear—and it is quite fitting at this juncture to make known—that the number of men who have joined the colors from head office and the various English factories amounts to 1645, added to which 735 have enlisted from our foreign depots and associated and allied companies, making the very creditable grand total of 2380. Bearing in mind this is more than two battalions, and that we could have officered them throughout, we think the B. A. T. Company, Limited, has a very enviable and unrivaled record of which we are all justly proud. A friend in New York writes us that we may expect this to be largely increased by enlistments in the American Army from our American offices and factories. ——

W. B. Powers, Hillsboro, Ill., has recently rented the cigar and tobacco store in the Briggs building.

Martin Walsh, Decatur, Ill., has recently purchased the Hynds Brothers cigar factory, and will take charge at once.

Plans Ready for Sumatra Inscription in New York

The Sumatra Import Corporation has completed plans for the first tobacco inscription ever held in this country. It will take place at 161-167 Maiden Lane, New York City, on June 22. Samples will be shown Monday, Tuesday and Wednesday. The conditions under which the sale will be conducted are as follows:

All tobacco is to be sold in bond, and by sealed bids, which, to receive consideration, must be deposited at or before the time designated by the Sumatra Tobacco Import Corporation and on blanks furnished by the corporation. The tobacco will be awarded to the highest bidder, but no bid will be considered unless leaf tobacco can be legally transferred or consigned to the bidder, and the right to reject any and all bids is reserved. Should there be one or more bids equal in price, the award will be made to the first of these opened. Bids must be made in terms of United States currency, fractions of cents being expressed in hundredths only. All tobacco will be sold at Government weights and tares for cash without discount.

The seller will not be responsible for damage due to sampling or handling of the tobacco. Full allowance will be made for all samples withdrawn from the bales, except one set will be delivered to the buyer on date of sale. For damage by fire or other causes the corporations liability shall not exceed such sum or sums as it may collect from the insurance companies under outstanding policies.

The corporation shall not be responsible if it be found that the bales have been opened or the tobacco has become stained, damp, broken or damaged through handling, or if the contents do not conform in kind, quality or other respects to the markings by hand or stencil of the sample bales.

At least twenty-five ($25) dollars a bale must be paid on account of the purchase price at the time any bid is accepted. The balance of the purchase price must be paid in New York exchange at or before the removal or transfer of the tobacco.

The tobacco will be ready for delivery where stored and must be removed or transfer thereof accepted within ten (10) days from date of sale, except as to such tobacco as may be in transit to New York, which must be removed or transfer thereof accepted within ten (10) days after notice of arrival in New York City shall have been made to the purchaser.

No brokerage will be paid by the corporation. Special provision, however, will, in the discretion of the directors of the corporation, be made to compensate such brokers, recognized as such, and connected in that capacity and identified with the purchaser, as may buy entire lots from the corporation at the inscription.

Manilas Gain Twenty-nine Millions in Four Months

Following is a comparative statement showing by months the number of cigars and cigarettes exported to the United States during the first four months of 1916 and 1917:

	Cigars	
Month.	1916	1917
January,	4,506,224	12,943,106
February,	9,857,689	11,022,952
March,	5,619,246	20,157,629
April,	7,369,630	12,971,206
Total,	27,352,789	57,094,893
Increase,		29,742,104

	Cigarettes	
Month.	1916	1917
January,	255,000	201,000
February,	987,750	395,000
March,	340,000	807,500
April,	716,250	570,500
Total,	2,299,000	1,974,000
Decrease,	325,000	

Holland's Tobacco Trade

The inability of Dutch colonial tobacco from Sumatra to reach Holland this year has effectually cut off Amsterdam as an entrepôt for this form of wrapper tobacco. Instead of buying upon the Amsterdam market, as has been customary, American importers get their requirements direct from the Dutch East Indies.

Dutch importers, dealers and brokers have effected an arrangement with certain Amsterdam banking houses for carrying on tobacco transactions to the extent of 50,000,000 florins ($20,100,000) on guilder credits. The chief object in this arrangement is to obviate the necessity of selling abroad at unfavorable foreign exchange rates, and at the same time to enjoy the use of Dutch guilders at the prevailing low rates of interest.

The Amsterdam tobacco market is in two divisions, by reason of there being "N. O. T. tobacco," which must remain in Holland, and "free tobacco," which may be exported. Every two weeks tobacco auctions are held under the auspices of the Netherlands Oversea Trust Tobacco Commission. "N. O. T. tobacco" may only be sold to consumers (factories) or their representatives, or if sold to dealers, must be turned over to consumers in a very short space of time. Thus storage and speculation is discouraged.

The quarterly ration of tobacco which the Netherlands Oversea Trust is allowed to import into Holland is 22,500 metric tons of 2204.6 pounds each. Of this total, 4500 metric tons may come from the United States and other countries outside of Dutch possessions. All tobacco so imported must be sold under Netherlands Oversea Trust conditions.

The remaining 18,000 metric tons per quarter is to come from the Dutch East Indies, and of this amount one-sixth must remain in Holland. The remaining 15,000 metric tons are free for export to Germany or other countries.

Owing to the shortage of raw tobacco in Holland for use in domestic factories, the Netherlands Oversea Trust is at present allowing no "free tobacco" to enter the market. This measure is purely temporary. To further protect the supply for domestic factories, the Dutch Government has just prohibited the export from Holland of raw tobacco in all forms.—Commerce Report.

Tobacco Situation in Dominican Republic

A report by Lieutenant H. B. Pratt, who has been making a study of crop conditions in the agricultural region of the Cibao, shows that an opportunity now exists for American firms to enter the Dominican tobacco market, which heretofore has been largely controlled by German agents.

Tobacco growing is engaged in here by both large and small farmers. With most of these men, however, the crop is a side issue; nearly all of them have vegetable gardens whose products go to sustain their families directly or indirectly. In normal times the tobacco is purchased from the planters by agents who, having no capital of their own, give warrants to the growers at the time of the delivery of the leaf and later redeem these from the proceeds of sales.

Heretofore most of the tobacco grown in the republic has been sent to Europe, and as commerce with that continent is now practically nil there is no demand for the crop. The local buyers have no money to pay the farmers for their product, nor sale if it could be paid for. It was suggested that the tobacco firms of Santo Domingo combine and buy up the current crop, but investigation led to the rejection of the plan as impracticable. While financial conditions here are not good owing to the war, there is no degree of hopelessness to the situation. The country is rich and the people can wait until better times enable them to dispose of their crops.—Commerce Report.

MR. REGENSBURG STILL HOLDS FOR UNIFORM RATE TAX ON CIGARS

(*Continued from Page 11*)

be collected and how is it to be determined and fixed, since manufacturers do not sell at retail?

On June 9th a reprint of Mr. Regensburg's entire argument, including his letter of June 2d to Senator Simmons, was mailed with a personal letter to each member of the United States Senate, and replies were received from a score or more Senators who specifically stated their interest in the matter and promised careful consideration of the subject before final passage of the bill. Senator Reed Smoot, of Utah, promised to take up the matter himself with the Finance Committee; Senator Duncan U. Fletcher, of Florida, promised careful consideration, as did many others.

In a personal letter to the Managing Editor of the TOBACCO WORLD, written by Senator Boies Penrose, of Pennsylvania, June 10th, the Senator, who is a member of the Finance Committee, and who has always been known as the watchdog of American manufacturing interests in the Senate, stated that the impending schedule of increased and graduated taxation on cigars had been adopted after a lengthy conference with a number of manufacturers of cigars with Senator Simmons and himself, as well as with the Treasury experts on tobacco revenue, and that the manufacturers who had participated in the conference expressed themselves as perfectly satisfied with the provisions of the proposed law.

Senator Penrose's statement is absolutely true, but the fact of the matter is that many interested manufacturers of ten-cent cigars and upwards were not among those present at the conference, and were resting in the belief that a uniform scale of sixty per cent. advance would be adopted, as was first announced by the press; the delegation before the committee, it is understood, comprised mostly five-cent cigar manufacturers, and to them the schedule was satisfactory in all respects, because, as pointed out in Mr. Regensburg's next letter to Senator Simmons, here appended, the five-cent manufacturers were getting a uniform $1 added tax on their product.

Under date of June 13th and June 14th, Mr. Regensburg again addressed Senator Simmons as follows:

"June 13th.

"Esteemed Sir:

"In a letter addressed by Senator Boies Penrose, a member of your committee, to Mr. J. L. Kendrick, of the TOBACCO WORLD, of Philadelphia, Pa., and which letter was shown to me this morning, mention is made of the fact that a large number of cigar manufacturers of five-cent cigars had a conference with Mr. Penrose and you on the subject of the proposed internal revenue tax increase on cigars.

"By the attitude of this delegation of cigar manufacturers to you and Senator Penrose, it would seem that the tobacco schedule of the revenue bill, so far as it applied to their product, was entirely satisfactory to them, and naturally so, since it was given to them to understand that a uniform flat rate tax increase of $1 per thousand would apply on five-cent cigars. This is just the argument that I wish to present to you gentlemen. We, too, as manufacturers, would be satisfied if a uniform flat rate tax would apply on our product as well. The committee of manufacturers who waited on you have achieved a victory for themselves, leaving the manufacturer of higher grade and more expensive merchandise to fight his own battle. You have practically adopted the recommendations that I have made to your Senate committee, so far as the five-cent cigar manufacturers are concerned, and have consequently satisfied the committee headed by Mr. Eisenlohr, but you have wholly disregarded my arguments so far as the higher grade or higher priced cigars are concerned, and I again earnestly ask you to give this very important matter further consideration and have your esteemed committee fix a uniform flat rate tax increase per thousand cigars, and disregard entirely a graduated tax or a tax on the retail selling price of cigars. A rule or law to be equitable and fair must be uniform and there should be no 'class' legislation.

"Thanking you for your courtesy and interest in the premises, I beg to remain,

"Very sincerely yours,
"ISAAC REGENSBURG,
"Treasurer."
"June 14th.

"Esteemed Sir:

"Supplementing what I have already written you concerning the impending changes in the revenue taxation on cigars, cigarettes and tobaccos, and with especial reference to my letter to you of May 24th, wherein I distinctly and clearly pointed out to your committee what would take place if the bill in its present form became a law, I now inclose a circular letter dated June 14, 1917, issued by the Metropolitan Tobacco Company, of New York City, to the trade in general. This circular letter is self-explanatory and from same you will note what I have already stated to you, to wit: The trade will be obliged to pay the same prices as heretofore for less merchandise, the manufacturers making a saving of twenty per cent. in merchandise. The Government, instead of collecting revenue (as I have already pointed out to you) on the same volume of output, would collect less revenue, although the intent is to increase the revenue income. Take the following example for instance: Assume that a jobber or manufacturer is selling 3,000,000 cigarettes daily, the value of which at $4 per thousand would amount to $12,000. Now, with your indorsement he automatically sells 2,400,000 cigarettes for the same amount of money. The Government collects revenue only on 2,400,000 cigarettes, which is his output, whereas his previous output was 3,000,000 cigarettes for the same period.

"I have, to the best of my knowledge and ability, tried to point out and explain to your esteemed committee that your work would be in vain unless the recommendations which I have made were given due and proper consideration and acted upon accordingly. The object of the bill will be defeated unless a uniform tax increase per thousand cigars and cigarettes applies all the way through; likewise on the poundage of tobacco. It makes no difference whether we are dealing with money or merchandise as a commodity, and if a rate is fixed, the rate should be increased by percentage, but always uniform throughout. For instance, if the banks' rate for interest was three per cent. or four per cent. today and the rate would advance, it may go to four per cent. and five per cent. If the tax rate is based on two mills, it may be increased to two and one-half and so on.

"On Friday, June 1st, we heard, indirectly, that your committee had decided upon a uniform tax increase equal to sixty per cent. all the way through. This percentage may be enough or more than enough, in which event fifty per cent. could be added to the present rate of $3 per thousand on cigars and the same percentage of increase on cigarettes, if necessary.

"In the interest of all concerned, both the Government as well as the industry would be best served in the end by acting on my recommendations, which I trust will receive your hearty support.

"Very truly yours,
"ISAAC REGENSBURG."

Kammerer & Nelson is the name of a new wholesale and retail cigar firm which has recently opened for business at 501 La Salle Street, Ottawa, Ill. This firm succeeds Fred Nelson, who conducted the cigar store at that location for a number of years.

WRITE FOR THIS BOOK TODAY!

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CLOSING OUT BELOW COST—20,000 banded, longfiller cigars in boxes; $18 per M. Address Jobber, Box 17, Bloomingdale, Mich.

For Sale.

CIGARETTE PLANT FOR SALE. BIG BARGAIN.

Modern plant for manufacture of Turkish cigarettes, New York City, can be bought very cheap. Owners entering other business. Two Ludington cigarette machines, fully equipped, several thousand boxes and attractive cartons, established brands, titles registered, good will, etc., etc. Terms very easy. A chance rarely offered for anyone desirous of entering the cigarette field. All communications confidential. Address Box 212, "Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

S. Monday & Sons Buy Out E. Locker & Company

THE long-established business of E. Locker & Company, at 267-273 Bushwick Avenue, Brooklyn, was acquired this week by S. Monday & Sons, who will continue the retail and jobbing features.

The building of E. Locker & Company consists of three stories and a basement, and is known as the Giant Cigar Store to its many patrons. The store for many years has done a large business in many of the lines of the tobacco industry, such as pipes, snuff, tobacco and cigarettes.

The failing health of John Locker prevented him from giving his full attention to the business. He will be remembered for his aggressive fight against the American Tobacco Company, and for his honest and energetic battles for those principles of business which he believed in, and which made him a leader of the independent tobacco interests.

Collector J. J. Rafferty Now in New York

Collector J. J. Rafferty, of the Internal Revenue Bureau of the Philippine Islands, has arrived in New York from San Francisco, where he stopped en route from Manila.

He is particularly interested in ideas for the promotion of the sales of Manila cigars, which already have responded to the efforts of the past two years, of the bureau, with steady increases. However, the Manila folks are not yet satisfied, and they are lending their best efforts to improve the standing of Manila cigars in this country by sending over only such cigars as conform to a very strict Government standard.

There is at the present time a shortage of Manila cigars in the United States market, due to a shortage of bottoms to carry them to our Western coast. However, Collector Rafferty brings the news that before long at least twelve ships will sail out of Manila Bay, with cigars in their cargoes, bound for San Francisco.

While in New York the Collector will call on the important jobbers, as well as many of the Manila representatives, with a view of getting a thorough understanding as regards the cigar business in this country.

Just now the Manila manufacturers are facing a problem similar to that faced by cigar manufacturers in this country, which is the cost of production. This means that Collector Rafferty will doubtless carry back with him to Manila some excellent suggestions regarding a method which will enable the manufacturer, jobber and dealer to extract a profitable price from the consumer without giving gas.

David L. Goldberg Off for Havana

D. L. Goldberg, of S. L. Goldberg's Son, 141 Water Street, leaves New York on June 16, for a quick trip to the Cuban tobacco markets via Key West.

Mr. Goldberg says he expects to be gone only about ten days, and that he has some very favorable options on choice Havana lots, and if he can get them at the right figures, he will consider his trip a huge success.

Haas Brothers Secure New Quarters

The Haas Brothers Cigar Company, Evansville, Ind., has recently secured a five-year lease on quarters in the Traction Terminal Building at Second and Locust streets. The factory at First and Sycamore streets will be removed about July 1. The company will have the use of two storerooms on the first floor of the building and all the upper floors except the clubrooms of the Public Service Corporation.

Daylight-Saving Law Expected Soon

The Daylight-Saving plan which has received nationwide publicity through the agency of the United Cigar Stores where large posters were displayed, is growing in strength daily. Thousands of individuals and corporations have endorsed the plan and the bill in Congress has received the support and commendation of more than eight hundred boards of trade and chambers of commerce throughout the United States.

Congress has been urged to pass the measure because of the enormous benefits which the country would derive from such a law, especially now that the United States is at war. It has been estimated that more than $40,000,000 would be saved by the consumer on his house lighting bills. Then, too, it is stated that, according to figures compiled by many experts, there would be a reduction in the amount of coal used by producers of lighting current and illuminating gas of considerably more than 1,000,000 tons.

President Wilson has been quoted as quite enthusiastic over the plan, although, owing to the fact that the bill was not included in his present programme as a war measure, he cannot actively work for its passage during the present session. President Wilson said recently that he was under a tacit agreement with the leaders of Congress that he would not take up any measures not included in his programme when it was prepared for the extra session of Congress, but he asserted that he would do all possible without breaking his promise.

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $3 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

LIBERTY MAID:—40,249. For all tobacco products. May 31, 1917. American Litho. Co., New York City. Originally registered by their George S. Harris Branch, July 14, 1898.
RUDOLPH DIESEL:—40,250. For cigars, cigarettes and tobacco. May 31, 1917. The Moehle Litho. Co., Brooklyn, N. Y.
RAHDA:—40,251. For all tobacco products. March 12, 1917. The Moehle Litho. Co., Brooklyn, N. Y.
BRISAS DE CUBA:—40,252. For all tobacco products. May 5, 1917. The Moehle Litho. Co., Brooklyn, N. Y.
TUNISIAN:—40,253. For smoking pipes and tobacco sundries. April 21, 1917. Adolph Frankau & Co., Inc., New York City.
INWOOD COUNTRY CLUB:—40,254. For cigars, cigarettes, little cigars, smokers' artcles and sundries. February 27, 1917. E. Regensburg & Sons, New York City.
LEA-DALE:—40,257. For all tobacco products. May 31, 1917. American Litho. Co., New York City.
K. 5:—40,258. For cigars, cigarettes, cheroots, stogies and tobacco. May 18, 1917. The Aipat Cigar Co., Tampa, Fla.
TOM MORRIS:—40,259. For all tobacco products. June 4, 1917. American Litho. Co., New York City.
USAVANA:—40,260. For all tobacco products. May 31, 1917. Ruy Suarez & Co., New York City.
LA FOLLIN:—40,262. For cigars. May 15, 1917. L. E. Follin, Charleston, S. C.
LITTLE RIGBY:—40,264. For all tobacco products. May 31, 1917. J. A. Rigby Cigar Co., Mansfield, Ohio.
BLOOD-HOUND:—40,265. For cigars. March 1, 1917. Michigan Cigar Box Co., Detroit, Mich.
VICTOR 5. 100 5:—40,266. For cigars. May 1, 1917. Opler & Willert, Inc., Buffalo, N. Y.
CATAWBA QUEEN:—40,267. For all tobacco products. May 25, 1917. Newton Snader, Rock Hill, S. C.

TRANSFERS.

HERMITA:—17,985 (Tob. World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered June 10, 1909, by Central Litho. Co., Cleveland, Ohio. Transferred to American Litho. Co., New York City, August 28, 1916, and retransferred to Bernard Schwartz, Detroit, Mich., May 21, 1917.
HERVIDA:—39,863 (Tob. Merchants' Assn.). For all tobacco products. Registered August 17, 1916, by American Litho. Co., New York City. Transferred to Bernard Schwartz, Detroit, Mich., May 21, 1917.
THE PLANKINGTON S. B. A. (U. S. Tob. Journal). For cigars. Registered April 3, 1884, by S. B. Auerbach, Milwaukee, Wis. Acquired by the George Allanson Co., their successors, and then by Otto P. Hunt Co., Milwaukee, Wis., who are the successors of the George Allanson Co., of Milwaukee, Wis.
LIBERTY BOND:—40,221 (T. M. A.). For all tobacco products. Registered May 7, 1917, by American Litho. Co., New York City, and retransferred to Charles P. Stanley Cigar Co., St. Louis, Mo., May 22, 1917.
LA FLOR DE FOLLIN:—27,953 (Tob. Leaf). For cigars, cigarettes, cheroots and tobacco. Registered by W. P. Genovar, St. Augustine, Fla., July 14, 1904; was transferred to Genovar Martin Co. and retransferred to Follin Bros. Co., Inc., Charleston, S. C.
LA FLOR DE CORRO. For cigars. Registered November 15, 1892, by E. Steffens, New York City. By various transactions was acquired by Gallick & Gohn, York, Pa., and retransferred to the Porto Rico Tobacco Corp., Pittsburgh, Pa., June 2, 1917.

Tobacco Crisis in Java

Reports from the colonies reaching the Dutch press indicate that the prospects of plantation business in Java are causing some anxiety. This is more particularly the case in the tobacco planting centers of Eastern Java, where a serious crisis is threatened unless the export question is promptly settled. The leading plantation owners and bankers of Sourabaya express the view that precautionary measures should be adopted immediately. There are only limited possibilities of planting new tobacco, and the natives, although they are being urged to plant food products instead of tobacco, very rarely follow the advice that is given them.

In business circles doubts are expressed as to whether the Government, whose duty it is to see that food products are cultivated to the largest possible extent, realizes how serious the position is. Those who take the worst view of the situation declare that owing to the impossibility of exporting tobacco, natives by hundreds of thousands and Europeans by hundreds will be thrown out of employment.

The total loss is estimated at 80,000,000 florins, of which about 50,000,000 florins would fall on the natives, and there is said to be a possibility of disturbances arising unless something is done to ameliorate the situation.

El Principe de Gales
&
THE OLD STANDARD IN PURE HAVANA CIGARS SINCE 1854

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
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GROWERS AND PACKERS OF
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Critical Buyers always find it a pleasure to look over our samples
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Importers and Packers of Havana Leaf
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J. K. LEAMAN
Packer of and Dealer in **Leaf Tobacco**
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110-112 W. Walnut St., LANCASTER, PA.
Warehouse: Bird-In-Hand, Lancaster Co., Pa.

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And Importers of HAVANA
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SPECIALTY—VUELTA ABAJO AND ARTEMISA
126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
=Leaf Tobacco Merchant=
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

British Trading in Tobacco Restricted.

Board of Trade announces Tobacco Control Committee and prohibits owners of stocks of manufactured and unmanufactured tobacco from continuing dealings, except as authorized. Committee is preparing schedule of prices, wholesale and retail, pending completion of which prices must not be increased beyond those prevailing on May 30. All owners of tobacco in bond must make return of stocks prior to June 9, showing situation on May 31. All persons owning or controlling tobacco must place tobacco at the disposal of the Board of Trade in such quantities and at such times as the board may require. All communications should be addressed to Secretary Tobacco Control Board, 7 Whitehall Gardens.—Commerce Report.

Increased British Duties on Tobacco

The customs duties on tobacco are again increased, in accordance with a House of Commons resolution of May 2. The effectiveness of the increases begins with the date of the resolution and continues until August 1, 1918. The amounts added are the same as those by which the duties were increased under the Finance (No. 2) Act, 1915. A full report concerning the additions of 1915 with a statement of the basic duties shown in the imperial tariff of 1912 is published in Foreign Tariff Notes No. 19, page 54. The appended statement of the present duties includes the former rates for comparison.

Articles.	Rate of Duty Per Pound. New.		Old.	
	s.	d.	s.	d.
Tobacco, manufactured:				
Cigars	14	0	10	6
Cavendish or Negrohead	10	8	8	0
Cavendish or Negrohead (manufactured in bond)	9	4	7	0
Cigarettes	11	4	8	6
Snuff—				
Containing more than 13 pounds of moisture per 100 pounds weight..	8	10	6	7½
Not containing more than 13 pounds of moisture per 100 pounds weight	10	8	8	0
Not specified	9	4	7	0
Tobacco, unmanufactured:				
Stripped or stemmed—				
Containing 10 pounds or more of moisture per 100 pounds	7	4½	5	6½
Containing less than 10 pounds of moisture per 100 pounds	8	2½	6	2
Unstripped or unstemmed—				
Containing 10 pounds or more of moisture per 100 pounds	7	4	5	6
Containing less than 10 pounds of moisture per 100 pounds	8	2	6	1½

Tobacco grown in Great Britain or Ireland is subject to increased excise duties imposed by the same resolution. The rates, effective from May 2, 1917, to August 1, 1918, are as follows:

Article.	Rate of Duty Per Pound. New.		Old.	
	s.	d.	s.	d.
Tobacco (home grown), unmanufactured:				
If containing 10 per cent. of moisture	7	2	5	[illegible]
If containing less than 10 per cent. of moisture	8	0	5	[illegible]½
Tobacco, manufactured, Cavendish or Negrohead, manufactured in bond	9	4	7	0

CigarRibbons Largest assortment of Plain and Fancy Ribbons
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Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
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Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
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Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)
Growers, Packers and Dealers in **Leaf Tobacco**
Figuras 39-41, Cable "CUETARA" Havana, Cuba

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IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
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K. STRAUS & CO.
Importers of
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And Packers of
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HIPPLE BROS. & CO.
Importers of Havana and Sumatra and Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
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E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

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Commission Merchant
Leaf Tobacco & Cigars
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I. KAFFENBURGH & SONS
QUALITY HAVANA
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ERNEST ELLINGER & CO. Packers and Importers
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PACKING HOUSES: HAVANA, CUBA, CATAÑO, PORTO RICO

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BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR BOX LABELS
BANDS AND ADVERTISING

Established 1834
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

BELIEVERS IN PUBLICITY

These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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WE GUARANTEE

Copenhagen Snuff

To Be

ABSOLUTELY PURE

WE guarantee Copenhagen Snuff is made from the whole leaf of Tennessee and Kentucky Tobacco.

We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

OUR OFFER

THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

1117 Broadway
New York

J. Peterson
PRESIDENT

SOL HABANA

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always
a little better than
Havana's Best

LA DEVESA DE MURIAS HABANA

Mr. Dealer—This Sign on Your Window —

JOHN RUSKIN CIGAR 5¢

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at **5¢** and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.
The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

APPROPRIATELY NAMED

BOLD is today carrying out to the fullest extent, the meaning of its name.

Under present conditions where the cost of manufacture has risen so tremendously **BOLD** continues to adhere strictly to that standard of quality that has made **BOLD** a name familiar to smokers everywhere.

Yes! BOLD will always be

"Above All"

We say these things "BOLD"ly and our cigar is **BOLD.**

BOBROW BROS., Philadelphia

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OCT 1917

THE TOBACCO WORLD

JULY 1st
1917

Leading Features

Four Thousand Bales of Sumatra Sold at Record Prices at First American Inscription

Tobacco Merchants' Association Plans Campaign for Better Retail Prices

Brands Nationally Advertised in July Magazines

Hickey Brothers Open Eighth Store

Lady Cops to Catch Smokers in Zion City

Clearing House for Industrial Sites

The Awakening of Business

Knickerbocker's Broadway Jottings

Trade Letters of Vital Interest From All Sections

Latest Reports From the Cuban Market

Latest News of the American Leaf Tobacco Market

Registration of New Brands of Cigars, Cigarettes, Tobacco, Etc.

ESTABLISHED 1881

Vol. XXXVII No. 13

PUBLICATION OFFICES: 236 Chestnut Street, Philadelphia

F. C. LOZANO J. M. LOZANO

TRADE MARK
Reg. U. S. Pat. Office

F. LOZANO, SON & CO.

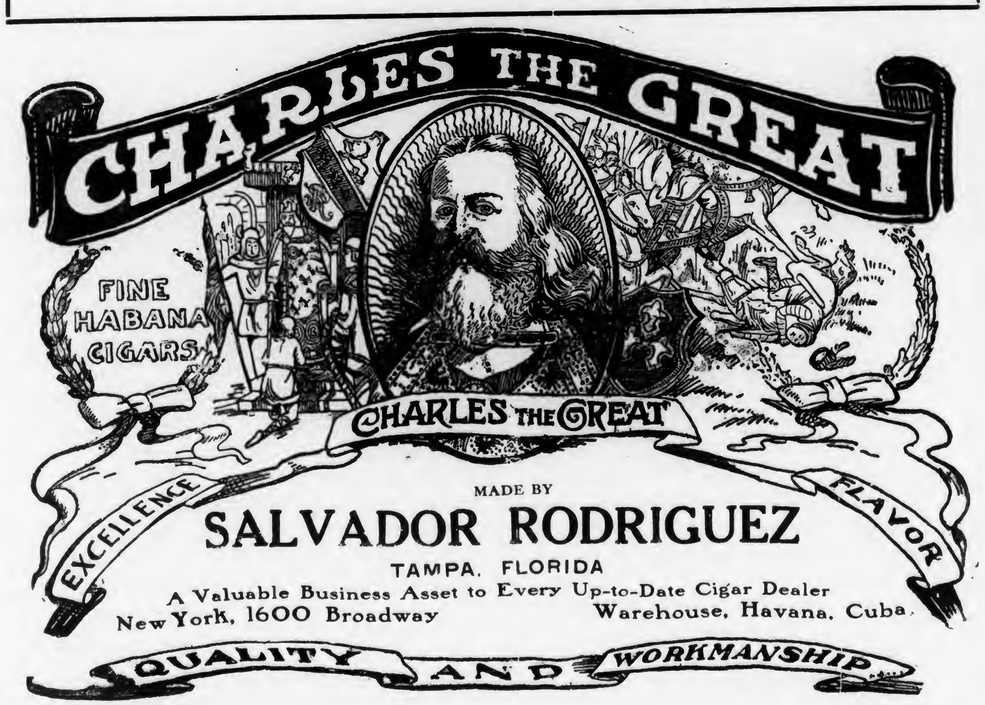
U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

OFFICE AND FACTORY; TAMPA, FLORIDA

New York Address, 437 Fifth Avenue



MADE BY

SALVADOR RODRIGUEZ

TAMPA, FLORIDA

A Valuable Business Asset to Every Up-to-Date Cigar Dealer

New York, 1600 Broadway Warehouse, Havana, Cuba

By Special Appointment

To the Late King Edward VII

Philip Morris

The World's Oldest High-grade Turkish **Cigarettes**

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.

72 Fifth Avenue New York

La Flor de Portuondo

"EL GRANDE"

The Juan P. Portuondo

CIGAR MFG. CO.

PHILADELPHIA

MANILA CIGARS

As Mild and as Cool

as a breeze from the sea—Manila Cigars burn perfectly—They are all hand made, Spanish method—They have body and character—A high standard of quality is rigidly maintained under Government supervision and inspection.

Look for the Government Guarantee Stamp on Every Box

ESTABLISHED 1867

Y. Pendas & Alvarez

WEBSTER

CLEAR HAVANA

CIGARS

Our Motto: "QUALITY"

Office and Salesroom, 801-803 THIRD AVE.

NEW YORK CITY

For Gentlemen of Good Taste

San Felice

CIGARS

The Deisel-Wemmer Company

LIMA, O.

EISENLOHR'S
Cinco
CIGARS
reduce selling cost—because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS.,
INCORPORATED
PHILADELPHIA.

Quality Paramount
CELEBRATED
H. UPMANN CIGARS
H. UPMANN
HABANA
Strictly Independent Manufacturers
CHAS. LANDAU
Sole Agent for United States and Canada
82 Wall Street · New York
Board of Trade Bldg., Montreal, Canada

Partners: Father Time Ages VELVET. Mother Nature Mellows It.

An Unbeatable Team: Time and Nature.

When tobacco manufacturers try to substitute hurry-up curing methods for slow, natural ageing of tobacco, you smokers pay the price.

There is no better method of bringing out the mellowness and mildness of "Kentucky's best" than two years' natural ageing in wooden hogsheads.

Think about that over a pipe of VELVET.

Liggett & Myers Tobacco Co.

That ain't a whole lot of difference between a ripe persimmon an' a nearly ripe one—on the outside. Some of these nearly matured tobaccos sorter favor VELVET in looks.

Velvet Joe.

One of the advertisements in the "Bigger than Ever" Velvet Smoking Tobacco Advertising Campaign.

Watch the magazines and newspapers.

MADE AT OUR NEWARK, N. J. FACTORIES
ROCKY FORD
QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information

UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE
PUNCH
A Cigar with Hardly a Rival
MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

LA FLOR DE R·A·BACHIA Y CA. TRADE MARK HABANA
BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

G. S. Nicholas & Co.
41 and 43 Beaver Street, New York
DIRECT IMPORTERS of the highest grades of Cigars manufactured by the
Independent Factories
of Havana
all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.
Price List Mailed Upon Request.

HAVANA CIGARS
ROMEO Y JULIETA
The Leader in all the World's Markets
U. S. Representative: Wm. T. Taylor, 93 Broad St., N. Y. City.

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

Outpost of Ninth Massachusetts Infantry watching for Mexican "snipers."

Photographed at Camp Cotton, El Paso, Texas. Look for the famous muslin sack.

On the Firing Line

"BULL" DURHAM

The "Makings" of a Nation

For years "Bull" Durham has been the regular smoke of the U. S. Army and Navy—officers and men alike—and millions of other "regular" Americans. Men who *"roll their own," "hold their own."* Rolling your own cigarette is a National habit. It appeals to the American idea of independence.

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarettes in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with good old "Bull" Durham.

Guaranteed by
The American Tobacco Co.
A Suggestion to Pipe Smokers
Just try mixing "Bull" Durham with your favorite pipe tobacco.— It's like sugar in your coffee
"Roll Your Own"
GENUINE
DURHAM
THE ONLY GENUINE

"The Makings of a Nation"

"Like Sugar in Your Coffee"

Mr. Dealer: Please consider the significance at this time of this first slogan.

Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of

SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

LIPSCHUTZ'S
44
CIGARS
"44 Cigar Co." Philadelphia

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

H. S. LOEWENTHAL S. LOEWENTHAL B. LOEWENTHAL
S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
123 MAIDEN LANE, NEW YORK

"LA MEGA" MADE IN BOND
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

PHILIPPINE TOBACCO CO., Inc.
Manufacturers of High Grade Manila Cigars
AND
Exporters of Leaf Tobacco
EXCLUSIVE BRANDS FOR DEALERS ORDERING LARGE QUANTITIES
CORRESPONDENCE SOLICITED
Cable Address "PITCO," P. O. Box 654, Manila, P. I.

Going big—bigger—biggest! Not simply here and there but everywhere. What? FRAT.
10c quality—10c quantity—retails in the Patterson duo-paper package at
5c
Would cost double in tins.
Most jobbers are supplied.
Patterson Bros. Tobacco Co. Inc.
Original Pattersons of Richmond, Va.

M. MELACHRINO & CO., Inc.
EGYPTIAN CIGARETTES
You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes
M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe
GRAND DEPOTS OF M. Melachrino & Co., Inc. London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grouse Backerstrasse
AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION
214-216 WEST 47th STREET, NEW YORK

THE TOBACCO WORLD

Vol. XXXVII. PHILADELPHIA AND NEW YORK, JULY 1, 1917. No. 13.

FOUR THOUSAND BALES OF SUMATRA QUICKLY SOLD AT RECORD PRICES

Prices at First Inscription Ranged From Two to Four Dollars a Pound—Big Factories Get Bulk of Leaf—H. Duys & Co. Get Nine Lots for Their Customers

THE first American inscription of Sumatra tobacco, held on the 22d, at "American Frascati" proved to be a wonderful success. Record prices were paid and the tobacco was disposed of at the rate of more than 1200 bales an hour. In three hours four thousand bales of tobacco were disposed of.

Cigar and tobacco men from all parts of the East were present. Tampa, Key West, Chicago, Detroit, Baltimore, Philadelphia, Boston and Albany were represented at the inscription, as were a score of other points. Yet the attendance at the next inscription, which it is understood will take place some time in August, will doubtless be still larger and more representative, although it is hard to see how it can be.

The sale opened promptly at ten o'clock and fifteen minutes later the bids had been turned in to the judges. In a few minutes it was announced that Waitt & Bond, of Boston, had secured the K. B. Lankat lot at 346.7 cents. The second lot, L. B., went to H. Duys & Company, for Allen R. Cressman's Sons, of Philadelphia, and S. Davis & Sons, of Montreal, Canada. This price on this lot was 285.17 cents.

A feature of the sale was the fact that in only one case was there a bid as low as the minimum which the Sumatra Tobacco Import Corporation placed on each lot. In some cases the bids were more than a dollar higher.

The record price was paid by E. Rosenwald & Brother, for one hundred and ninety-six Deli My/P purchased for the accounts of the Mazer Cigar Manufacturing Company, Detroit, and the Enterprise Cigar Manufacturing Company, Trenton, N. J. The price was 392.99 cents.

There were twenty-four lots offered at the inscription and of these H. Duys & Company purchased nine for the accounts of their customers.

Boy Scouts, under the command of John Duys, Jr., helped the bidders by serving as pages and carrying the bids to the judges, Charles Fox and G. W. Spitzner. One of them pulled the gong at ten o'clock, announcing that the inscription had begun.

The order in which the lots were disposed of and the names of the successful bidders is as follows:

10.15 A. M.

177 Bales—Deli My/K B/Lankat/5—Bought by Waitt & Bond, Inc., Boston, Mass.—346.7 cents.

107 Bales—Deli Ba My/L B/3—H. Duys & Co., Inc., for A. R. Cressman's Sons, of Philadelphia, and S. Davis & Sons, of Montreal, Can.—285.17 cents.

10.30 A. M.

137 Bales—Deli My/E/4—Yocum Bros., Reading, Pa.—310.26 cents.

106 Bales—P. K. Deli/B—H. Duys & Co., Inc., for Geo. A. Kent & Co., Binghamton, N. Y.—205.14 cents.

(Continued on Page 24)

TOBACCO MERCHANTS' ASSOCIATION OPENS FIGHT FOR BETTER PRICES

Retail Dealers Suffering From Narrow Margin of Profit Says President Wertheim—T. M. A. Will Help Curb Reckless and Unhealthy Competition—Systematic Campaign Planned

SINCE the retail cigar and tobacco trade seems unable to shake off its lethargy, except in spots, and wake up to the necessity of better prices for their goods the Tobacco Merchants' Association has determined to lend a helping hand and see if the unfavorable conditions in the retail trade cannot be eliminated and the dealer's business placed on a healthy and prosperous basis.

Announcement is made that the Tobacco Merchants' Association has already completed a plan to bring about the necessary readjustment in prices. The campaign will not be confined to a particular class but will cover all kinds of tobacco products.

In announcing the completion of the plans for the campaign President Jacob Wertheim, of the Tobacco Merchants' Association, has issued the following statement to the trade press:

"Owing to the habitual price-cutting on standard brands, the retailers' profit had already been cut down to a minimum before the outbreak of the war; but the enhanced prices that manufacturers are now forced to charge for their products, as a result of the increased cost of labor and material due to the war, have brought the retailers' profit down to a still lower level.

"The retail trade of no industry is suffering as much from trading on a close margin of profit as the retail tobacco business. The groceryman can well afford to sell a standard brand of coffee at cost or even below cost because he sells the customer at the same time other merchandise upon which he makes a substantial profit. The department store may advertise shirts or hats of well known trade marks, at cost or below cost and still do a profitable business, because every time they sell such shirt or hat they sell other merchandise with it upon which they make a handsome profit. The druggist may profitably use popular brands of drugs, or patent medicines as leaders and sell them at cost, because for every dollar's worth of such articles that he sells, he sells a much larger amount of other merchandise that yields him a profit sufficient to compensate him for loss of profit on his so-called leaders.

"But the tobacco man sells nothing but standard brands. When his customer calls for a package of cigarettes or tobacco of a given brand, that is all that he can sell him. And if the prices on the standard brands are cut, as they usually are, the retail tobacco man must do a profitless business except for what he makes on the comparatively small sales of some brands that had not yet become prominent enough to receive the attention of the price-cutter.

"Moderate price-cutting, when resorted to by business rivals as a means of competing for trade, is not necessarily unhealthy; it puts life into competition and operates as an effective stimulant to business. But when price-cut-

(Continued on Page 24)

THE TOBACCO WORLD

ESTABLISHED 1881
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HOBART BISHOP HANKINS ..... Editor

BUREAUS OF SPECIAL CORRESPONDENCE
TAMPA MILWAUKEE LANCASTER CINCINNATI
HAVANA, CUBA, OFFICE—PERSEVERANCIA 8, CARLOS M. WINTZER Representative

Subscription in United States, Postage Paid .....$2.00 per Year
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Single Copy .....15 Cents

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Vol. XXXVII JULY 1, 1917 No. 13

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In all parts of the United States where there are laws prohibiting the sale of cigars, cigarettes and tobacco to youths of less than a specified age, the newspapers of those sections are constantly reporting the arrest or conviction of some cigar dealers for violation of such existing laws.

Keep Within The Law

It would be a great help to the tobacco industry if the numerous retail cigar and tobacco organizations would require their members to conform to the law as regards sales to minors. Aside from the penalty falling on the retail tobacconist, such violations of the law almost always add the voice of a mother or father, or both, to the chorus crying for the abolition of the tobacco industry.

A recent statement from Canada is to the effect that tobacco is taking the place of liquor as the great inland revenue producer. For the month of April the revenue derived from tobacco and cigars amount to about $1,000,000. On spirits it was about $750,000. The total for the month was a trifle more than $2,000,000, a sum slightly less than that collected for the same period last year.

Prohibition And Tobacco

The "Wall Street Journal" makes the statement that wherever prohibition has become operative there has been a marked increase in the demand for tobacco. In the United States liquor pays about two dollars for every one paid by tobacco. If the same proportion existed in Canada before the war then the tobacco industry has certainly made enormous strides.

According to manufacturers whose brands are sold in Western prohibition States, the "dry" laws have done practically no harm to the cigar and tobacco industry but on the contrary have increased sales in certain sections.

A Clearing House for Industrial Sites and Plants

No event can be of more interest to the industrial world than the recent organization and incorporation of the Industrial Sites Association of America, with offices at 115 Broadway, New York City. The entrance of this association into a new field of action, solves a problem of long standing for manufacturers who are in quest of new locations.

There are in many parts of the United States any number of cities and towns possessing many superior facilities and natural resources, admirably suited for manufacturing and other industrial purposes. Scarcity of desirable locations is no part of the manufacturers' problem. Their great lack has been a central source of information which would enable them to put their fingers on just what they wanted without traveling from city to city and town to town, spending thousands of dollars and months of valuable time in a fruitless search for factory sites measuring up to their requirements.

The Industrial Sites Association of America has undertaken to meet this need by compiling and classifying data concerning the properties, sites, buildings, railroad and water facilities, labor conditions, population, etc., of all towns and cities where manufacturing plants could be advantageously established—a clearing house which would supply manufacturers with complete and verified information free of charge.

Boards of Trade, Chambers of Commerce and similar commercial bodies are co-operating with the association in bringing its service to a high level of efficiency. Wherever there is a building or a piece of property for sale or for lease, a full description is filed with the association, and when properly verified and found suitable for manufacturing purposes, it is listed. Every detail has to be certified to, as a safeguard against misrepresentation. Manufacturers can depend on the accuracy of all information supplied.

By simply stating their requirements manufacturers will be rendered every assistance in the location and selection of properties. They will be given free access to all data in the possession of the association. The entire service is offered without charge of any kind.

If you contemplate opening a new plant, or have one which you desire to dispose of, it would pay you to consult the Industrial Sites Association of America.

The Tobacco Products Corporation has advanced the prices of all cigarette brands about ten per cent. It is intimated that a still further advance may be expected.

A Sermon on Organization by F. K. Rowley

WHEN the cigar dealers of Superior, Wis., met recently to perfect an organization, Fred K. Rowley, president of the Duluth, Minn., organization, was on hand to assure them of the hearty support of their Duluth neighbors. He also took the time to give them a few valuable suggestions on organization.

The "Cigar and Tobacco Journal," of which Carroll S. Bartram is editor, reported the speech as follows:

"In my message to you from your well wishers across the bay, and it is only a stream of water which separates us from you, for our interests are mutual, I can only say we are young but mighty busy. Big things cannot be accomplished in a day, and oftimes it takes weeks to perfect the little things which eventuate into the big things. From the combination of local organizations springs your State organization, from that your national organization and that should be one of the purposes for which you organize, for this is fast presenting itself as an urgent necessity for the future mutual welfare of the tobacco industry.

"You can accomplish wonders through a thorough organization, and only an organized force will bring you the desired results. You cannot expect to succeed in creating that force individually. You must have the power of numbers and be thoroughly representative of the industry. Keep in close touch with your neighbors across the bay, for you can help us and maybe sometime we can tell you something to your advantage. Unity of purpose and action is very essential to the full success of any business. Dissension is aways a serious handicap. Possibly you have not become well enough acquainted with your fellow dealer to find that he is a pretty good fellow after all. If you have any differences, get together and talk them over. Maybe he is right and you are wrong.

"As I stated before, we are yet young in our organization work, but I want to say to you now, we have a bunch of the liveliest hustlers in the country and we are going to make some of the older and larger associations sit up and take notice.

"We have decided to have window transparencies made and placed in a conspicuous position on windows or doors of our stores so the public may readily distinguish it as being of the association. We have the chain stores, but you have none, and our aim is to educate the public to favor the stores which have local capital invested.

"Publicity will do much toward improving conditions along these lines. Impress upon your trade your desire to please, conduct your business in a clean, up-to-date manner and cater to the better element of trade, not the loafers and hangers-on. Co-operate with your city officials in law enforcement and thereby avoid unnecessary police regulations.

"We had the good fortune to have as our guests at one of our recent meetings, Mr. Louis Nathanson, president of the Minneapolis Association, and Mr. John B. Murphy of the Legislative Committee. These two gentlemen gave very interesting addresses and in the course of his remarks, Mr. Nathanson cited concrete examples of the disasters that had overtaken other lines of business by reason of lack of organization.

"Human nature prompts the public to select the higher cost merchandise and the only solution to the problem is don't harp to your trade upon the increased cost. It is only natural for the consumer to select from your case a cigar which you advertise as costing you $40 in lieu of one which he knows only costs you $35. That is his privilege and it is your duty to demonstrate your ability as a salesman by convincing him that the increased cost of production, labor and everything entering into the manufacture of tobacco products, justifies you in raising your prices accordingly. As Mr. Bartram told us at one of our recent meetings, 'You dealers can't fix the price you pay for your goods—the manufacturer does that; but you can and should fix the selling price. You should take the price you pay, add to it a sum for overhead and incidental expenses, interest on your capital invested, and that fair profit to which any business is entitled, and establish that as your selling price.' The consumer realizes that he has to pay more for everything he buys than he used to, and he isn't going to complain because he has to pay more for his tobacco. And when you sell your merchandise for what it is worth, you are raising prices not because it is discretionary on your part but because it is absolutely necessary as the only salvation for you to continue in business.

"A misconception of one's profits often leads to serious difficulties and a merchant can't be too careful about familiarizing himself with the true conditions. The time to know how much gross profit you are making is before the goods are sold, for after the sale is made it will be little satisfaction to learn that the goods have been sold at a loss.

"As an association, you should consider the little fellow, for he looks to your organization for its assistance as much as you do to him for his support and co-operation. You undoubtedly can get the co-operation of the druggist; get him into your association and induce him to discontinue the practice of giving away a portion of his profits every time he sells six nickel cigars, or three ten-cent cigars, for a quarter.

"To demonstrate how this worked out very satisfactorily with the Duluth dealers, at a recent meeting one of the members suggested that he was not getting a sufficient margin of profit on his merchandise and it was his intention to select one of the more popular brands of cigarettes which heretofore had sold for 10 cents for twenty and on which he was making only about 18 per cent. profit, and advance the selling price to two for a quarter. As a result, nearly all the dealers are getting this price for one of the popular brands, and making a fair margin of profit; and the public have accepted it as justifiable, along with the other advances in other merchandising lines.

"With reference to the conduct of your own particular business, there are certain basic principles which govern the amount of money that can be made. The merchant who knows what these principles are and applies this intelligently in running his store, will make a lot more money than the one who doesn't. In your business, individuality is a big factor; service and reliability another; and an efficient sales force as well as up-to-the-minute ideas and methods. These, as fundamental business assets, combined with satisfactory goods, are more often translated into success than failure.

"I have dealt with different classes of trade; three of which I will mention briefly. First: the customer who accepts without question almost anything which is offered him. Second: the customer who is known to be particular and asks for the best. Third: the customer who thinks he knows what he wants, issues his specifications according to an exacting standard, and then kicks when he gets more than what he asked for because he figures he is being cheated or that he has been handed a lemon. Even so, regardless of any peculiarities of certain of your trade, there is always the satisfaction in knowing that you have given him the best you had.

"Live up to the rules and regulations of your association, stand behind your agreements and make your word as good as your bond. You can obtain results by co-operation which you could not as individuals. Work with your offi-

cers and do not let two or three men shoulder all the labor. Attend your meetings regularly, and show the other fellow you are as much interested in his success as he is in yours. Work together as a unit. A man may acquire a dislike for a business associate—a dislike founded on a misunderstanding. In this state of mind the spontaneous expression of one's opinion of another often becomes slander. The right thing to do is to talk the matter out in the beginning in a frank heart to heart talk. Also make it a social as well as any business organization. Mix a little fun and humor in your gatherings and thereby overcome the too much dry effects of business only. Let your meets be clean and free from vulgarity and profanity.

"In closing, let me impress upon you, not as an association, but as individuals: that it is your duty through your individual efforts to put the tobacco industry above the level at which it has been placed by the general public. Tobacco itself alone is not a luxury, nor is the business of merchandising it a lowly one. No spirit is more wholesome than a respect for all who contribute to the comforts of civilization and we tobacco dealers are contributors of at least that one comfort."

You Must Look the Part.

When a man has achieved independence, a great name, or a fortune, or whatever goal he has set out to make, he can afford to wear a soiled collar, frayed coat sleeves and shoes run down at the heel, but this would never do for the man to whom success still beckons in the distance.

To be successful one must have the appearance of a successful man.

He must dress neatly and in fashion.

His linen and shoes must be immaculate.

He must walk as though he were going somewhere—not dwadle aimlessly about like a scion of the aristocracy in a moving picture.

The successful man will bear the appearance of success in his features, in his every action. He will carry lines of character in his countenance and his eyes will indicate concentrated thought as though he were reflecting on important matters.

He will smile (not grin like an ape), be good natured, considerate of others, be public-spirited and patriotic; and all this will reflect upon his appearance.

The successful man will wear an air of confidence; he will speak with assurance and determination. He will not allow trifles to annoy him, and he will not be deflected from his purpose. He will radiate ability and power and he will impress those with whom he comes in contact by his earnestness, his energy and resourcefulness.

To be successful one must look successful.

The successful man cannot look like a failure.—"Manufacturers' News."

E. V. Schnoor on Eastern Trip

E. V. Schnoor, president of the wholesale and retail cigar company of that name, with headquarters in Wichita, Kan., has recently started on an extended business trip through the East. He will call on many of the manufacturers whose goods he handles, and he will visit St. Louis, Cincinnati, Washington, Newark, New York, Syracuse, Buffalo, Cleveland and Chicago before returning. When Mr. Schnoor arrives in Chicago he expects to be able to spend several weeks there on a vacation. He is accompanied on the trip by Mrs. Schnoor. They do not expect to return to Wichita until the latter part of July.

The C. Hutchins Cigar Company, Ironton, O., has recently been incorporated with capital stock of $20,000. Charles Pape is named as one of the incorporators.

LADY COPS TO STOP SMOKING IN ZION CITY

Policemen and Lady Cops to Patrol City—Smokers to Find Zion City Last Place on Earth for Pipe of Peace

OVERSEER VOLIVA, of Zion City, is again on the warpath for smokers and in order to rid the town of them completely it is said that a large force of lady cops or "coppettes" are to be employed in conjunction with about five hundred policemen.

The home of the Christian Catholic Apostolic Church in Zion is a place where the Zion people have gathered together for the purpose of living out their ideals of clean living.

In Zion City vernacular a smoker is a "stinkpot," and no one can attempt to live a clean life if they smoke, according to Voliva's theory. And further clean living persons can be contaminated by others smoking in their presence, therefore, the law prohibiting the use of tobacco in any form in Zion City.

The courts have upheld the city ordinances of Zion City, and smokers who have disregarded them, and who have been caught, have paid dearly.

However, violation of the city ordinance still continues, and in order to put a stop to it an additional police force is to be employed.

The coppettes will not deal roughly with the smoker but will approach slowly, bow and address the offender in something like the following words:

"Peace to thee, friend. Art thou a stranger?"

If, after recovering from the shock the smoker can manage to say, "Yes," the coppette says:

"Smoking is not allowed in Zion City."

And if the stranger is a "wise guy" he will realize the truth of the saying, "A word to the wise is sufficient."

And Voliva says that if the man is a gentleman he will immediately apologize and say he's sorry he violated the ordinance, and immediately extinguish the pipe, cigarette or cigar. And if by any chance the smoker should refuse to comply with the request he will be dealt with according to the law. And to be dealt with according to the law means a contribution of anything up to $50 for the Zion City exchequer.

Gain in Manilas Nearly 38,000,000 in Five Months

Following is a comparative statement showing by months the number of cigars and cigarettes exported to the United States during the first five months of 1916 and 1917:

	Cigars	
Month	1916	1917
January	4,506,224	12,943,106
February	9,857,689	11,022,952
March	5,619,246	20,157,629
April	7,369,630	12,971,206
May	7,581,073	15,803,910
Total	34,933,862	72,898,803
Increase		37,964,941

	Cigarettes	
	1916	1917
January	255,000	201,000
February	987,750	395,000
March	340,000	807,500
April	716,250	570,500
May	500,250	249,000
Total	2,799,250	2,223,000
Decrease	576,250	

Philadelphia Notes

Al Korn, of Furgatch y Ca., was a recent visitor.

Ben Straus, of A. Santaella y Ca., has been in town, calling on the trade.

J. V. Flanagan, of "Por Larranaga" fame, called on some of his customers here on Thursday last.

Dan Ostrow, Seventh and Chestnut streets, has his window filled with the "La Zuma" Key West cigar.

Several sizes of the "El Roi-Tan" cigar are being shown in the Duncan & Moorhead window at 722 Chestnut Street.

Vetterlein Brothers, Fourth and Chestnut streets, are showing the "Lovera" brand, featuring the two-for-a quarter size.

Morris D. Neumann, genial head of the firm of Neumann & Mayer, has gone to Colorado Springs, Col., for a two-weeks' rest.

H. B. Grauley, Sixth and Chestnut streets, is displaying the "Selwyn" perfecto, which retails at seven cents each or four for a quarter.

M. J. Dalton Company, Fifth and Chestnut streets, is featuring the "Dalton Romantico" in the four-for-a-quarter, and the three-for-fifty-cents sizes.

Warner Searle, of J. Portuondo Cigar Manufacturing Company, expects to finish his work in Ohio in time to spend the Fourth of July in Philadelphia.

Jeitles & Blumenthal are unable to get sufficient help to fill orders promptly. "Flor de Jeitles," "Statesmen," "Tungsten" and "Royal Peer" are all in strong demand by the trade.

Yahn & McDonnell are equipping their salesmen with Fords. This firm has the distribution of the "La Sultana," "Regreso," "Optimo," "Perfecto Garcia" and a number of other brands.

Charles Heilpern & Company, 17 Burling Slip, New York City, have placed their "Lord Prior" brand with Leach & Company. The "Corona" size retails for seven cents. "Lady Dorin," made by the same company, is carried also in two sizes.

J. N. Mitchener, Dallas, Texas, who represents the I. Lewis Cigar Manufacturing Company, of Newark, N. J., recently called on the trade in Nashville, Tenn., where he is well known and has many friends.

The Gross Brothers Cigar Company, Nashville, Tenn., report that on the "J. H. & I." cigar brands they are more than 25,000 behind on orders. The firm is doing its best to keep their customers supplied for their immediate needs.

Stephen Bradley, formerly with Leach & Co., has resigned his position to take charge of Sammy Wachter's stand at Richards' Baths on the Boardwalk, Atlantic City. Arthur Deehring, formerly with Lilly, Dungan & Company, Baltimore, Md., has succeeded Mr. Bradley with Leach & Company.

Many Philadelphians at American Inscription

MANY Philadelphia cigar manufacturers and leaf tobacco men evinced a keen interest in the first American inscription of Sumatra tobacco which was held in New York on the 22d. While all did not purchase direct a number of them were represented by leaf dealers from whom they will probably secure some of the leaf.

Announcement was made of purchases by or for the account of the following Philadelphia firms: Allen R. Cressman's Sons, Otto Eisenlohr & Brothers, Incorporated, and Bayuk Brothers.

Among those who attended the inscription from Philadelphia were: Samuel Bayuk, of Bayuk Brothers; Charles and Harry Bobrow, of Bobrow Brothers; Max Lipschutz, of the "44" Cigar Company; S. Langdorf and W. Kraus, of Roig & Langsdorf; Herman G. Vetterlein, of Vetterlein Brothers; John R. Young, of John R. Young & Son; Adolph Loeb, of K. Straus & Company; Sig. C. Mayer and F. M. Smith, of Sig. C. Mayer & Company; E. D. Russell, of H. G. Vetterlein & Company; Samuel Grabosky, of the G. H. P. Cigar Company; Morris D. Neumann, of Neumann & Mayer Company.

The Store Front

Your store front is in reality the most important part of your entire retail structure and equipment, because there is a great advertising value in a neat, handsome and prosperous store front.

The store front undoubtedly makes a strong and lasting impression upon passers-by and prospective customers. The proper store front not only includes the display in the show windows, but also the construction of the windows, the entrances to the store, the awnings over the windows, the sign or signs above them, and the general appearance of the building. If the store front looks as though there were a busy, growing, thriving, prosperous business being done within, it will have a distinct value in attracting trade, especially of the better class. On the other hand, if the store front is dingy, old-fashioned and tumbled down, it will have the opposite effect. A modern front changes the entire appearance of the store, and is the first point by which a customer judges the store.

The Camp Importation Company, Incorporated, cigarette manufacturers at 231 West Fortieth Street, has filed schedules in bankruptcy, showing liabilities of $80,117, and assets of $32,446.

NO TIME FOR SLOWING-UP OF BUSINESS

In reply to a query from E. P. V. Ritter, of the Merchants and Manufacturers' Exchange, New York City, asking about advisability of holding commercial conventions during the war, the President has sent the following letter:

In reply to your letter of June 4, allow me to say that I not only see no reason why commercial conventions should be omitted during the war, but should regret to see any instrumentality neglected which has proved serviceable in stimulating business and facilitating its processes. This is not only not a time to allow any slowing up of business, but is a time when every sensible process of stimulation should be used.

Cordially and sincerely yours,

(Signed) WOODROW WILSON.

Suggestion vs. Argument

WHEN we, as merchants, set out to sell an article to our customer, we will use one of two means, or a combination of these two means, to induce him to buy, namely argument or suggestion. Argument is the means most commonly, though erroneously, used by the average merchant, while research tells us that we are really creatures of suggestion rather than reason. But since argumentation is such a usual thing, let us analyze it first.

Argument involves deliberation. If we look further we shall find that there are five steps in deliberation:

1. There must be an idea of two or more diverse things, only one of which may be chosen. It will appear at once how important it is to give only the most effective data concerning your goods when talking about them to the customer. The more you keep out the name of your competitor the better, because when his name is not mentioned you will at least not convey an idea about him to the person to whom you are trying to sell your goods.

2. There must be an idea of the steps necessary to secure the diverse things. People naturally follow lines of least resistance, so that when a mail order house makes it "easy to order," it doesn't take the rural buyer long to decide what to do. Make buying as easy as you can for your trade. It will help them to decide.

3. There must be a feeling of value attaching to each of the things. This feeling may arise in many ways, for example—it may be bodily gratification, as taste and comfort; it may be a sense of acquisition, to own; it may appeal to present needs as in the case of perishable goods or rising price; it may be social gratification, such as benefit to the home, style, imitation or pure vanity. It may appeal to the higher nature where a luxury becomes a necessity; the feelings of value may be attached to the inherent qualities of the article itself, such as durability, purity and variety. Then there are the selling conditions which may make a considerable difference to the customer—the price, terms, delivery, general service and the reputation of the house.

4. The comparison of the above values. This step might well be called "weighing the evidence." If you have said all of those things about your article and not a word about your competitor, your argument is apt to make a sale. But here lies the danger. In the mind of the customers there may not be evidence enough to force a decision and the sale is lost.

5. Then comes the choice and execution. This is like weighing on a pair of scales, if the pros outweigh the cons, your article will be purchased.

Turning now to an analysis of suggestion we find that it, too, is made up of several important steps.

1. The working of suggestion is dependent upon the impulsive dynamic nature of ideas. Every idea will result in the action of that idea unless hindered by an impending idea or physical impediment. The story is told of the mother, who, upon leaving home for an evening function, said to her children, "Now, be good and don't put beans in your noses," and when she came home every child had one or more beans in his nose! When talking about your goods be extremely careful that you convey the kind of ideas that will lead to a purchase on the part of your customer.

2. Suggestions are given by external objects, usually persons, and result in acts similar to imitative acts. Smiles beget smiles, and a positive statement will usually get an affirmative answer. When you ask a question relative to your goods, never ask it in such a way that the customer can reply with a negative statement. There is much importance in keeping the buyer in an affirmative state of mind.

3. Suggestion excludes comparison and criticism. Every idea, concept or conclusion which enters the mind is held as true unless hindered by some contradictory idea. Because this is true we have the opportunity of establishing confidence if we adhere unflinchingly to strict honesty. And confidence allays suspicion as it at the same time increases suggestibility.

4. Suggestion secures immediate response without delay. The man who deliberates and deliberates and finally goes away to "think it over," usually buys in some other store. Our special sale days are successes, not because our customers reason that "This is the time to buy," but because "everybody's doin' it!"

Having gone thus far, the question naturally arises, when should we use argument and when should we use suggestion in selling. Argument is preferred in exploiting any new thing. When a new article comes on the market, its extensive sale depends, in a sense, upon the education of the buying public interested in that kind of goods. There is no chance to imitate, and should this particular thing cost a large sum of money, deliberation naturally takes place before the buyer parts with his capital.

Argument is preferred when it is the exclusive form of persuasion. A situation may present itself where it is impossible to use suggestion, in which case reasoning is the only avenue to the buyer's brain so far as that particular sale is concerned.

Argument is necessary in influencing professional buyers. These people must be shown. The merchandise which they buy must not only be good, it must be better and it is up to the salesman to show why it is better.

And then, finally, argument is sometimes an effective form of flattery. When a certain ad says "there's a reason," we say yes, without asking ourselves what that reason is. When the Washburn-Crosby people print on the back cover of the "Ladies' Home Journal" that Gold Medal Flour contains the twelve elements necessary to the human body without naming those twelve elements, the housewife accepts the argument without a question, and buys the flour.

We may now ask when to use suggestion. Suggestion is preferred when inadequate time is given for arguments. This is of special significance in advertising. A short copy is more easily read than a long story, and an ad being quickly read, in order to get results, must leave an impression or a suggestion.

Suggestion is preferred in securing action following conviction. When your customer's mind is really made up, a tactful question may bring out the desired action to buy. This is what is sometimes called the "psychological moment."

Suggestion may be used as a supplementary method of convincing. If your store is clean it will convey the idea that you handle only clean goods. A suggestion may lead to an inspection of your place of business, and to get people into your store is one of the things about which you are intensely concerned.

Suggestion is always preferred in dealing with the general public. If any motto is adopted in your business let it be "Honesty and Service." Live up to what it suggests and let your very name suggest the place to buy.—Elmore Peterson.

The Mutual Tobacco Company, Chicago, Ill., has been incorporated with a capital of $4000. The incorporators are J. D. Isett, Frank D. Rogers, J. V. Katzmark and Walter D. Graham.

HICKEY BROS. OPEN EIGHTH STORE

Progressive Firm Adds Another Link to Growing Chain—No Expense Spared to Make New Store Attractive

HICKEY BROTHERS, the progressive cigar dealers of the tri-cities, Davenport, Rock Island and Moline, have added another link to their chain of stores by opening their eighth stand in the Hickey Building, Second and Brady Streets, Davenport, Ia. This is one of the most important corners of the downtown thoroughfares and the renovation of the store is a decided improvement to the location.

In describing the changes that have been made in the store the Davenport "Times" says:

"The store front has a changed appearance. Solid plate glass windows have been placed on both the Brady Street and Second Street sides to lighten up the corner and to furnish the firm with attractive display space.

"The fixtures are of mahogany. All were built to order and have been erected to set off the room to the best advantage, both for attractiveness and for convenience. A beautiful soda fountain, which occupies a position along the Brady Street wall, is finished in the same material. Show cases, finished in mahogany, occupy two sides of the room, and behind them are elaborate wall cases fitted with glass doors for additional display of merchandise. The fixtures have been so placed that the store room is not crowded in any respect, and leather upholstered seats have been provided for people who will doubtless assemble daily on this corner to wait for street cars in all directions.

"The room is attractively decorated. The electrical fixtures, the pavonazzo marble which sets off the mahogany in fitting style, the plain decorations of the side walls and ceiling, the tile floor and the other furnishings have been selected to add beauty. The new store will brighten up the corner as never before. In the basement, with a stairway leading from the main floor, is a commodious comfort station for patrons, and the basement also has a large storage space for excess stock.

"'We are particularly proud of store No. 8,' said William A. Hickey, senior member of the firm. 'For years it has been our ambition to open a store in our own building, and at last our hopes are realized. Two years ago, we purchased this building from George M. Bechtel. Since then, we have been laying plans, and we trust the public will agree that we have not only the most attractive store in the tri-cities, but one of the most attractive in the Middle West.'

"The advancement of Hickey Brothers is a familiar story. Starting out as newsboys, they accumulated sufficient funds to open their first cigar store at Third and Perry Streets in April, 1901. Since then, several more Hickey stores have been opened in Davenport, and their activities have spread to Rock Island and Moline. Now, store No. 8 takes its place in the procession, and its convenient location and its enticing appearance assure its success."

The addition to the Swisher Cigar Factory on South Second Street, Ironton, O., is about completed, and will soon be occupied by this firm.

W. G. Patterson, who was let out some time ago by the R. D. Burnett Cigar Company, Birmingham, Ala., has brought suit against that company for $50,000 for alleged breach of contract.

Heard on Broadway

Robert E. Lane has returned to town following a trip through the New England States.

Albert Freeman, of Sidney J. Freeman & Sons, started on a tour of Pennsylvania on Monday last.

Henry Ottenberg, the Manila importer, is on a short trip through the West in the interest of his brands.

E. Rosenthal, sales manager of M. A. Gunst & Company, has recently returned from a trip to the Pacific Coast.

C. A. Clarke, general manager of A. Frankau & Company, Incorporated, has recently arrived in New York City.

R. E. Christie, vice-president of the American Cigar Company, has left New York for a trip through the West.

M. Lopez, of T. Chalkiadi & Company, has returned to his New York office following a trip through the South and West.

The increased cost of imported cigars has finally compelled the Rexall stores to advance their retail prices on imported brands.

Louis C. Erdt, who represents M. Melachrino & Company on the Pacific coast, is spending a few days at New York headquarters.

Joseph Mendelsohn, of Mendelsohn, Bornemann & Company, is away on a trip to Chicago. Upon his return he expects to leave for Havana.

After a two months' trip through the West on behalf of the brands of S. Furgatch & Company, Al Korn has returned to New York headquarters.

Nicholas Themelis, treasurer of Themelis Brothers, manufacturers of the "Rose Tip" cigarette, left town recently for a visit to the Montreal factory.

Smokers attracted to the "White Owl" brand by the advertising campaign that has been going on, continue to come back for more. So repeat sales grow.

E. V. Schnoor, of the E. V. Schnoor Cigar Company, Wichita, Kan., has recently arrived in New York, accompanied by Mrs. Schnoor. They are staying at the Hotel Astor.

Nicholas Ehrlich, owner of the cigar stand at Temple Bar, Brooklyn, N. Y., has sold out to Isador Feenberg. Mr. Ehrlich intends to deliver a series of lectures throughout the country for free Russia.

According to report, Alfred Esberg, first vice-president of the General Cigar Company, will retire from the company, affective August 1st. Mr. Esberg will continue, however, to serve on the board of directors.

Twelve thousand bales of Sumatra leaf tobacco are being shipped from San Francisco to New York on three freight trains. The leaf represents part of the purchases of the Sumatra Tobacco Import Corporation.

The Property of the Philippines

EVEN the most sanguine enthusiast would not have ventured to say at the close of the Spanish-American war that the trade of the Philippine Islands would increase from $36,039,568 in 1899 with a balance of trade against the islands of $4,346,404 to $115,433,520 in 1916 and a balance of trade in their favor of $24,440,845. With the exception of 1912, when the total trade was $116,085,742, this is the greatest year's business in the history of the islands and is decidedly more in their favor when it is remembered that the 1912 trade showed a balance against the islands of $6,744,601 due in large part to the heavy importations of rice that year, constituting 21 per cent. of its import trade.

As with other countries, the centers of trade are changing very materially by reason of the European war, and the exports from the Philippines to Central Europe show marked decreases, while those to England, Dutch and British East Indies, Japan and the United States show equally marked advances. Not that we are doing anything to further our export trade to the islands, which fell from $26,381,069 in 1915 to $22,862,673 in 1916, but that we received from the islands a total value of $35,648,132 in 1916 as against $23,653,211 in 1915. Among the important articles of export were cigars, cigarettes and tobacco.

The exports of cigars during 1916 totaled 193,025,578 at $2,844,375, as compared with 134,647,687 in 1915 at $2,057,302. The average export value in 1915 was $15.28 per thousand; in 1916 it decreased to $14.73 per thousand. Out of the 1916 exports to the United States amounted to 111,478,000 cigars at $2,033,121, or an average of $18.23 per thousand, as against only 61,170,000 in 1915 at $1,151,222, or an average of $18.82 per thousand. As will be seen, this makes the United States the most important market. How much the trade has been developed with the United States may easily be seen when it is remembered that while the total exportation is not so great as it was eighteen years ago, when it reached a total of 196,090,000; in that year, 1899, only 708,000 were shipped to the United States, and those only at an average value of $4.81 per thousand, whereas in 1916 we received, as already stated, 111,478,000 cigars, and there have been years in between when our share of that export trade fell much below what it was in 1899; for example, in 1901, when it fell to 72,000, and in 1904 to 57,000.

The total value of tobacco products exported in 1916 was $5,826,174, as compared with that of $3,704,934 in 1915.

The imports for 1916 included 16,637 kilos of leaf tobacco at $44,151, as against 16,903 kilos at $45,922 in 1915, in which year none was received from the United States. In 1916 we shipped 59 kilos. The total importations of cigars was 2279, as against 600 in 1915. Practically all of this is from the United States; this is also true of cigarettes, of which we supplied 13,859,000 at $148,404, out of a total of 13,871,390 at $148,623. Our part of the trade in 1915 was 12,484,941. The same is the case of plug tobacco, of which we supplied 253,370 kilos at $184,340 out of a total of 253,445. Our shipments constituted the full importations in 1915 and amounted to 249,905 kilos. The only other importation last year was 70 kilos from Australia. The imports of smoking tobacco totaled 115,567 kilos, of which we supplied 86,254 kilos, as against 70,439 kilos in 1915.

The total value of all imports of tobacco from the United States into the Philippines in 1916 was $364,958, as against $343,047 in 1915.

During the past ten years the exports from the Philippines have included:

	Cigars	Cigarettes	Other Tobacco
1907	$1,063,382	$72,817	$1,541,230
1908	1,009,328	46,054	1,720,660
1909	1,754,529	21,029	1,548,976
1910	2,759,661	40,640	1,608,680
1911	1,901,813	31,337	1,884,891
1912	3,092,064	54,910	2,216,408
1913	3,012,234	47,915	1,906,819
1914	2,315,159	38,723	1,823,650
1915	2,057,302	42,495	1,605,136
1916	2,844,375	49,741	2,932,057

The total exports of leaf tobacco in 1916 were 17,766,531 kilos at $2,827,656, as against 10,948,033 kilos in 1915 at $1,527,105. Spain has always been and still continues to be the best market; her receipts of leaf tobacco from the Philippines last year totaled 10,166,301 kilos at $1,396,880; to the same extent the Netherlands is and always stands second, and her receipts last year were 3,531,980 kilos at $612,404. France stood third with 2,931,454 kilos; then came the United States with 466,419 kilos.

The exports of all other unmanufactured tobacco totaled 220,796 kilos at $56,522, as against 238,865 kilos at $45,154 in 1915. For this item we supply the largest market, our receipts for last year being 159,780 kilos, as against 1380 in 1915.

As already stated, the exports of cigars last year totaled 193,025,578 at $2,844,375, as against 134,647,687 in 1915 at $2,057,302. By far the larger number finds a market in the United States, the returns for last year showing 111,478,216 at $2,033,121; next came China with receipts of 16,202,446; Spain, 16,016,000; Hong Kong, 12,234,644; British East Indies, 10,389,919; United Kingdom, 5,854,820; Hawaii, 4,737,821; Australia, 4,319,350; France, 3,978,000; Dutch East Indies, 1,883,633; Japan, 1,216,675; Italy, 1,082,350; the remainder found markets in eighteen different countries, the smallest being 12,000 shipped out to German Oceanica.

The exports of cigarettes increased from 44,549,622 at $42,495 in 1915 to 47,062,815 at $49,743 in 1916. The largest shipments were those of 15,530,600 to Hong Kong; China stood second with receipts of 9,459,350; then came Japan, 6,258,000; Hawaii, 4,771,000; Spain, 3,189,250; United States, 2,993,600; British East Indies, 1,265,310. Fourteen other countries furnished markets for the remainder.

Of the 115,886 kilos of smoking tobacco exported 57,076 kilos came to the United States, and out of the total value of tobacco exported during the year of $3,597,864, $2,228,310 found its way to this country.—Tennille.

Keep the Store Well Lighted

Speaking of light, it is well to again urge every cigarman to keep his store brilliantly illuminated at night—it may cost a trifle more for gas or electric light, but you will do a lot more business. A bright, clean and attractive looking store will invite trade, while a dark, gloomy place will have just the opposite effect. A few additional lights will affect your expenses but little, and will have a most salutary effect—your evening sales will be greatly increased.

An illuminated sign in front of your store at night will also help matters wonderfully, for it will be seen blocks in each direction.

Should you allow a manufacturer to place one of his illuminated signs in front of your store, it is well for you to see to it that the word "cigars" is large and plain, that it may be read easily.

Canada's Tobacco Trade

CONSIDERATION of the figures courteously supplied by the Department of Internal Revenue at Ottawa, Canada, show a very considerable expansion in the tobacco trade for the fiscal year ending with March 31, 1917. Comparative figures are given above for the last decade, and their study will afford interesting information on the growth of the industry. The most striking feature of the table is, of course, the remarkable development of the cigarette branch. It has now reached the highest point in its history, an increase of almost a billion in the number entered for consumption being recorded since 1908. That means that the consumption has more than tripled in the past ten years; in fact, it had reached that position in 1914. A marked falling off in the first two years of the war has now been more than made up, the remarkable demand made by the army being no doubt mainly responsible. An even more striking illustration of the growth of the trade may be given by the figures for 1901, when the quantity entered for consumption was 121,283,684 cigarettes. Thus within the period between 1901 and 1917 the consumption has increased over tenfold.

The main centre of production is, of course, Montreal, which has almost monopolized the trade. Hamilton has shown a decrease of over 5,000,000, Toronto of 140,000, Winnipeg of 50,000 and Vancouver of over 1,100,000, while Perth has dropped out. Quebec has shown an increase of approximately 400,000, and Victoria enters the list in a small way.

The cigar trade has shown a distinct liveliness, increasing the quantity entered for consumption by 32,104,444, more than making up for the decided drop of last year. Montreal occupies the commanding position in this branch also, being responsible for over half of the total production and two-thirds of the increase. The tendency toward concentration in the larger centres is further shown by increases in Vancouver, Winnipeg, Calgary, Quebec and Toronto. Windsor has also become a decided factor with a total of 6,868,090, an increase of 5,000,000 for the year. Hamilton and London show small declines, for which strikes and prohibition are no doubt responsible. Ontario has an increase of over 4,000,000, Quebec of nearly 27,000,000, the Western Provinces of 2,000,000, while the Maritime Provinces suffered a decrease of about 400,000. For the decade, the cigar trade shows a twenty per cent. growth, but is considerably below the high record of 1913.

Tobacco shows a slight decrease for the year, the trade being practically stationary throughout the country. As compared with 1908, the figures indicate an increase of practically 30 per cent.

Taken as a whole, the table may be taken as entirely complimentary to the Canadian manufacturers. Despite the many handicaps imposed by the war, the trade has more than maintained its position, and, after peace is declared and the country resumes its natural development, it should reap a very material benefit and prove all the stronger for the severe trial it has undergone. That it has survived so well is a strong tribute to the sound business principles on which it is based, and its contributions to the national revenue entitle it to no small meed of praise.

	Cigars	Tobaccos	Cigarettes
1908.....	200,133,255	15,788,778	382,595,774
1912.....	252,718,242	20,867,880	782,663,841
1915.....	236,866,542	20,664,405	1,089,156,608
1916.....	207,647,808	20,146,573	1,082,324,710
1917.....	239,752,252	20,127,329	1,307,276,750

—"Canadian Tobacco Journal."

Helping the Retailer

THE retailer, in taking account of the growth of sales of certain brands of cigars, cigarettes and smoking tobaccos, should give due credit to the manufacturers for the work they are doing in interesting the consumer.

While it is almost impossible to furnish a complete list of all the mediums used by the different individuals, firms and corporations, we give herewith a few of the more prominent ones, together with the amount of advertising carried on each brand:

American

Murad (cigarettes), inside front cover.
Tuxedo (cigarette and pipe tobacco), one page.
Bull Durham (cigarette and pipe tobacco), one page.

Argosy

Helmar (cigarettes), inside front cover.
Bull Durham (cigarette and pipe tobacco), inside back cover.

Collier's Weekly (June 30th issue)

Robert Burns (cigar), one-half page.
Bull Durham (cigarette and pipe tobacco), three-quarters page.
Prince Albert (cigarette and pipe tobacco), inside front cover.

Cosmopolitan

Richmond Straight Cuts (cigarettes), one-quarter page.
Herbert Tareyton (cigarettes), one-eighth page.

Life (June 28th issue)

Egyptian Deities (cigarettes), one-quarter page.

Literary Digest (June 23rd issue)

Prince Albert (cigarette and pipe tobacco), one page.

McClure's

John Ruskin (cigar), one-eighth page.
Richmond Straight Cut (cigarettes), one-quarter page.
Chesterfield (cigarettes), inside back cover.

Metropolitan

Velvet (cigarette and pipe tobacco), one-half page.
Tuxedo (cigarette and pipe tobacco), one-half page.
Bull Durham (cigarette and pipe tobacco), one-half page.
Chesterfield (cigarettes), one page.
Murad (cigarettes), inside back cover.
John Ruskin (cigar), one-eighth page.

Munsey's

Chesterfield (cigarettes), one page.
Helmar (cigarettes), inside back cover.

Popular Science Monthly

Bull Durham (cigarette and pipe tobacco), full page.
Chesterfield (cigarettes), inside back cover.

Saturday Evening Post (June 30th issue)

Prince Albert (cigarette and pipe tobacco), one page.

Sunset (Pacific Monthly)

Chesterfield (cigarettes), one page.
Murad (cigarettes), inside front cover.

Another "Bold" Booster for Harry Bobrow

Harry Bobrow, of Bobrow Brothers, is receiving congratulations on the birth of another son, the second boy and the fourth child. Edwin Norman Bobrow, as he has been named, adds another prospective booster to the "Bold" brand, made famous by his father and his Uncle Charlie.

Ervin R. Thiel, Sheboygan, Wis., who recently purchased the cigar store in the Majestic Theatre Building in that city from Fred Giesman, opened the store to the public on June 9.

High Prices and Production

THE following is taken from the bulletin of the National City Bank of New York:

High prices are never welcome to those who have to pay them, but it is a great mistake to consider only their immediate and uncomfortable effects, without regard to the conditions which caused them or the part which high prices play in correcting those conditions. High prices are a sign of scarcity, the only real remedy for scarcity is increased production, and no other agency is so directly effective in stimulating production as high prices. They not only create an inducement, but they supply the capital for the effort.

Efforts to increase production now, in every line, must be made upon a level of costs that is temporary and abnormal. It is possible to largely increase the winter wheat acreage this fall, but the farmer must make an outlay for seed, labor and machinery possibly 100 per cent. above normal costs, and take the chance of prices a year from now. He must risk his investment, perhaps go in debt to do it, but we want it done. Any attempt to regulate wheat prices which deters him from enlarging the area in cultivation will defeat the very purpose in view.

The manufacturer is in the same situation. Much is said of the large nominal profits of 1916, but it is not always understood that they went largely back into the properties. And so, if production is to be increased, the profits of 1917 must be liberally used to the same purpose, upon a scale of costs far above normal. The real value of these profits put back into the industries cannot be told until it is known what the new facilities are worth in normal times.

We do not know how long the war will last, but while it lasts the safe policy is to go on enlarging the vital industries, even if there is a great surplus capacity after the war. It cannot be too often repeated that in time of scarcity the emphasis is not upon prices, but upon production, and policies should center upon the latter, affording inducement and stimulus, and avoiding the creation of risks and deterrents.

The level of all prices has been affected the world over by war conditions to such an extent that price figures no longer have the meanings with which we are familiar. Prices are high or low according to their relation to other prices. The entire table of commodity prices is full of inter-relations, changing constantly. A leading agricultural journal presents figures to show that even at the very high price of $16 per hundredweight for hogs the farmer is not getting the present market price for the corn they have consumed. In the same manner the prices of the manufacturer's product are related to the prices of materials, supplies and labor entering into it.

At a time when demand exceeds supply prices are a natural method of regulating consumption and of diverting demands to every possible substitute. The leading statisticians of the grain trade are agreed that the high prices of wheat during the past year have reduced consumption in the United States by about 50,000,000 bushels as compared with the year before. This does not mean that people went hungry, but that consumption was shifted to other foods less affected by the European demand. Again prices perform a function in the distribution of limited supplies. There is no favoritism in selling to the highest bidder, and it is a fair presumption that as a general rule the highest bidder is the one to whom the goods are most indispensable. This does not apply to the necessaries, but does apply in large degree to such commodities as steel. It is a hardship to pay high prices, but the fact that they are paid shows that it would be a greater hardship to do without the goods. Along with a system of artificial price regulation an arbitrary system of distribution would be required, to determine who should have the goods. The difficulties of the task grow as the task is examined.

The discussion over the various proposals to regulate prices gets into difficulties when it reaches the details. What are fair prices and fair profits? A percentage basis is usually assumed to be the best determination, but that ignores all differences in costs and efficiency among producers. General Goethals is said to have rejected that basis of compensation for shipbuilders because it is unscientific and extravagant. Under it the higher the costs the larger the profits.

It is a recognized principle among economists that the price of a commodity at any given time tends to be fixed at a level where it will afford a working profit upon that portion of the market requirement which is produced at the highest cost. There may be, for instance, a wide range of costs in producing and delivering wheat at a certain market, resulting from differences in distance from market, fertility of soil, efficiency of the producers, etc. The price is the same for all wheat, and must be high enough to induce the continued production of the highest-cost portion of the required supply, but as the supply is increased from low-cost sources, production on the margin of the supply is no longer required, the price falls and the high-cost producer is eliminated.

The same thing occurs in all lines. There is a range of costs, depending on the location of the producer, the character of his equipment, efficiency of management, etc. One producer may be up to date in methods and equipment, perhaps the last in the field, or he may have turned earnings back into improvements, while another has chosen to distribute earnings in dividends, with the result that the former has lower operating costs than the latter and correspondingly higher profits when they sell at the same price. That is his reward for being progressive and constitutes the inducement to progress. The constant tendency in industry is toward improvement, lower costs and the elimination of the high-cost producers. The leaders make the best profits, but all improvements soon become common property, and new leaders are always making the pace.

In a time like this every possible source of supply is brought into use. In the iron business, scores of old, abandoned furnaces and mills have been refitted at much expense and put into operation upon a basis of costs which would have been prohibitory at any other time in the last thirty years, and when the war is over they will be abandoned again. Moreover, not only will they be abandoned, but many of more modern construction probably will be idle. The country will have a surplus of steel and iron capacity, and the producers who can operate at the lowest costs will control the business.

The same is true in other lines. There are great differences in the costs of mining coal and corresponding differences in profits. As a general rule in the manufacturing industries the fact that a producer enjoys unusual profits is proof, not that he is extortionate in his selling policies, but that he is a leader in low-cost production, and therefore rendering a greater public service than a competitor whose profits are less.

It is not uncommon to hear criticism upon industrial leaders who have achieved unusual success to the effect that they did not make prices as low as they might, or did not make wages as high as they might, and, to sum up, did not give to the public the benefits of the new methods which they had introduced, but such criticism overlooks the chief benefits derived from leadership, which is in showing a new way. The gains of industrial discovery must eventually reach the public. Even the discoverer cannot use those which come into his own hands without sharing them with the public, and in time they become common property and the common basis of new ventures for leadership.

If it is true that our industries are far below their possible output, and that not only industrial but living conditions may be revolutionized by bringing the average up to the level of the best, the public cannot afford to discriminate against efficiency in its plans for taxation or regulation. Allowance must be made for war conditions and necessities; taxation cannot be scrutinized as critically in all its bearings as in time of peace; it is true that in time of great national peril the Government must look for money where money is, and that war-time profits are not to be judged on just the same basis as peace-time profits. But it is well to keep an understanding of sound principles even when they must be compromised, and this is particularly true in view of the certainty that the same kind of taxes will be advocated for permanent adoption. A graded scale of taxation increasing with the percentage of profit in industry, is unsound in principle, because it puts a handicap instead of a premium upon leadership, and penalizes the very methods which the public is interested in having adopted. Even in war times it is neither just nor according to sound public policy to deny to the efficient producer the difference between his costs and those of the less economical producers in the same line.

When the Frost Is on the Highball

(With such apologies as may be apropos.)

When the frost is on the highball and the julep is in hock,
When you have to keep your "licker" well protected under lock;
When the corkscrew's out of fashion and the mint bed's gone to grass,
And a sip of sody water is the strongest stuff they pass—
O the time is then a feller 'bout the first of old July
Will be chasin' in a circle with his tongue a-hangin' dry,
As he starts out for his toddy and discovers with a shock
That the frost is on the highball and the julep is in hock.

Farewell to "mornin's mornin" and to "night caps," too, farewell;
Farewell to days of frolic and to nights of raisinel;
The stubble's in the rye patch and it's still around the still,
And the glasses' clink is mournful as the wailin' whip-o-wills;
The colonel's up agin it and his spirit sinks because
The sinkin' down of spirits will soon be agin the laws;
He'll still dream of his toddy, but he'll wake up with a shock
When the frost is on the highball and the julep is in hock.

—Grantland Rice in the "Boston Globe."

About the Cost of Doing Business

How many retail cigar dealers know what it costs to do business? How many would you suppose keep an accurate account of all their expenses? Do they know what each item of expense amounts to? Do they know just where, at a moment's notice, they could lay their hands upon a bill representing goods bought, probably, a year ago?

Is there any record kept of the merchants from whom goods are being bought? How many can tell what the entire year's purchases amounted to without going through the entire list of invoices for the year? Is there a daily cash record kept? Do they know how much they owe for merchandise or how much may be owing them for goods sold and delivered but probably not paid for? Do they take an inventory of stock each year and do they know whether their last year's business was successful or not? How can that be known unless there be a system?

Fighting Iowa Cigarette Tax Law

The Des Moines, Ia., cigarette dealers, who were raided several weeks ago by State agents from Attorney-General Havner's office, won the first skirmish in their legal battle in the District Court. The preliminary hearing took place in Judge De Graff's court, where the cigarette dealers were protesting against the payment of a $36,000 mulct tax.

The Court issued a temporary injunction, restraining John B. Hammond and J. W. Mettlen from listing the dealers with the Polk County Auditor for assessment of the cigarette mulct tax.

Attorneys for the raid victims contended that the law authorizing the assessment of the tax is void and in antagonism to the constitution of Iowa, in that it imposes a tax without giving a statement of the object of the tax, as is required by the constitution.

It was said the cigarette attorneys would raise the same question before the County Supervisors and before District Judge Hutchinson, who will hear condemnation proceedings early next month.

How to Please Your Customers

Keep in a part of your shop where you can see and speak to your customers. They like to see the proprietor.

Call each one by name; it inspires confidence.

Suggest what they should buy in the way of newest goods; tell them the latest styles. This will help your sales much more than a mere "something more."

Follow the good taste of your customers; it will increase your sales.

Never exaggerate, tell the truth. If you have not got what is asked for, get it. Do not let your customer go elsewhere to buy what you should have on hand.

Have a system that will prevent any possibility of error in invoices sent to your customers. Nothing is more disagreeable than to receive another man's bill or one that has already been paid.

A good stock, disposed to advantage, and neat and attentive clerks will attract business.

A satisfied customer will never fail to put in a good word for you whenever a chance occurs.

Prompt cash returns.

Be sure to get your invoices out in good time.

Set a limit to each account.

Have your accounts up to date so that you may always tell how much a customer owes you.

When payments are not made within the time promised, find out why.—"Publicite."

York Office Shows Increase

Reports at the York office of the Ninth Internal Revenue District show that $117,545.93 was received from the sale of cigar stamps during the month of June just closed. These figures show a gain of more than $8000 for the same month of last year.

During the month of June six new factories were opened, employing about seventy hands, the Fair and Square Cigar Company, of Stewartstown, being the largest, with a force of forty employees.

Lancaster Shows Gain

Returns from the Ninth Internal Revenue District for the month of June show a decided gain over the same month of 1916, but a trifle less than during May of 1917.

The figures as given out by the department credit $206,309.58 to cigars and $4,180.53 to tobacco, as compared with $180,202.56 for June of 1916 on cigars.

The Tampa Cigar Company, of Red Lion, Pa., has recently opened a factory and is employing about twenty hands.

"Fags"

Written by Corporal Jack Turner, of St. John's, now serving with the Newfoundland regiment in the trenches somewhere in France. Copyrighted by the Imperial Tobacco Company, Limited, Newfoundland.

When the cold is making ice cream of the marrow of your bones,
When you're shaking like a jelly and your feet are dead as stones,
When your clothes and boots and blankets, and your rifle and your kit,
Are soaked from hell-to-breakfast, and the dugout where you sit
Is leaking like a basket, and upon the muddy floor
The water lies in filthy pools, six inches deep or more;
Tho' life seems cold and mis'rable, and all the world is wet,
You'll always get thro' somehow if you've got a cigarette.

When you're lying in a listening-post, 'way out beyond the wire,
While a blasted Hun, behind a gun, is doing rapid fire;
When the bullets whine about your head and sputter on the ground,
When your eyes are strained for every move, your ears for every sound—
You'd bet your life a Hun patrol is prowling somewhere near—
A shiver runs along your spine that's very much like fear;
You'll stick it to the finish—but, I'll make a little bet,
You'd feel a whole lot better if you had a cigarette.

When Fritz is starting something and his guns are on the bust,
When the parapet goes up in chunks, and settles down in dust,
When the roly-poly "rum-jar" comes a-wobbling thro' the air,
'Til it lands upon a dug-out—and the dug-out isn't there;
When the air is full of dust and smoke and scraps of steel and noise,
And you think you're booked for golden crowns and other heavenly joys;
When your nerves are all a-tremble and your brain is all a-fret—
It isn't half so hopeless if you've got a cigarette.

When you're waiting for the whistle and your foot is on the step,
You bluff yourself it's lots of fun, and all the time you're kep'
To the fact that you may stop one 'fore you've gone a dozen feet,
And you wonder what it feels like, and your thoughts are far from sweet;
Then you think about a little grave, with R. I. P. on top,
And you know you've got to go across—altho' you'd like to stop;
When your backbone's limp as water and you're bathed in icy sweat,
Why, you'll feel a lot more cheerful if you puff your cigarette.

Then, when you stop a good one, and the stretcher-bearers come
And patch you up with strings and splints and bandages and gum;
When you think you've got a million wounds and fifty thousand breaks,
And your body's just a blasted sack packed full of pains and aches;
Then you feel you've reached the finish and you're sure your number's up,
And you feel as weak as Belgian beer and helpless as a pup—
But you know that you're not down and out, that life's worth living yet,
When some old war-wise Red Cross guy slips you a cigarette.

We can do without MacConachies and Bully and hard-tack,
When Fritz's curtain-fire keeps the ration parties back;
We can do without our great coats and our socks and shirts and shoes,
We might almost —tho' I doubt it—get along without our booze;
We can do without "K. R. & O." and "Military Law,"
We can beat the ancient Israelites at making bricks sans straw;
We can do without a lot of things and still win out, you bet,
But I'd hate to think of soldiering without a cigarette.

Originality.

Frank Farrington has a very wise saying: Originate your own plans and carry them out. You may be able to copy your neighbor's plans, but it is very doubtful if you can copy his success. It is a very simple matter indeed to do the former, but there is no guarantee that by doing so, you are certain to secure the latter. Individuality is an indispensable adjunct to a complete result, and a plan which works out to a successful finish under the guidance of one man, may be an absolute failure when undertaken by an imitator. There can be no question that the man who devises his own plan in every detail is best fitted to engineer it to a finish, and this is seldom done by merely copying the lead of another. Of course, it cannot be denied that ideas may come through observation of the working of the minds of other people, but these should only quicken the thinking powers of the observer to go one better. As a matter of fact, the dealer who works out his own plans almost invariably finds that by carefully watching their progress and effect, he gains a knowledge of their strong and weak points, and is thus enabled to develop the former and correct the latter. Experience is a valuable taskmaster, and one need not necessarily go outside his own particular sphere to obtain much information of a kind which can scarcely fail to be of real practical help in the conduct of his business. Originality is a valuable asset, and the expenditure of a little time and thought is certain to produce beneficial results.

A Valuable Side Line

Any tobacconist will find in magazines a valuable side line. This does not mean that he should turn his store into a stationery store with tobacco as a side line, such as are found in or near the more outlying residential districts, but that a space might well be set aside on his counter or his shelves for carrying the current magazines.

This is a magazine-reading age and men are as much magazine readers as any others. In laying in a stock of magazines, the man-buyers should be kept in mind. Of course, all the general magazines appeal to him, but the cigarist should make a specialty of sporting journals and other publications which appeal especially to men. They should be laid out so that the purchaser can look over them to see if they contain anything of interest to him. If a man gets into the habit of going to one store for his reading matter, he will no doubt get into the way of buying his tobacco there. Or if he is in the habit of calling on you for his smokes, a magazine is something else that you can sell him without spoiling the identity of your shop or making it a department store.

The Cuban Market

From Our
Exclusive Bureau
Perseverancia No. 8

Havana, Cuba.

Havana, June 23, 1917.

WHILE the volume of transactions has slowly increased, during the past fortnight there is lacking, however, the confidence in the future on the part of the American buyers, as well as of the local ones. Whether the high prices asked by the vegueros are justified and ought to be granted without any further questioning, or whether the manufacturers of cigars in view of the higher taxes, are not entitled to get an equivalent by a reduction in the figures to be paid for their leaf requirements, is the open question which the future alone can decide. In the end the law of supply and demand regulates the prices. While under normal conditions the tobacco crop in our island is below the standard, high prices would be not only justified but would have to be paid. We are unable to correctly estimate the coming demand, however, in the United States, as the calls from the other countries do not play enough of a role to be taken into consideration. Will the American manufacturers consume as much of our tobacco as last year, or will there be a perceptible shrinkage in the consumption?

Owing to the higher war contribution, and the high prices prevailing here for the raw material, we believe there is going to be a notable decrease in our exports of cigars and leaf tobacco. Therefore, while the tobacco crop is below the normal standard, we may have a considerable surplus left over in the beginning of the year 1918. If the prospects for the then growing crop should be such as to promise a larger yield in 1918, a decided slump would be the logical consequence, and only a poor prospect might sustain high prices. Under such conditions our older and sagacious leaf dealers have been very slow to commit themselves in buying the new crop in the country, and particularly the Remedios growth, as they claim, they can see no money in the handling of this kind of leaf at the figures which have been paid by some venturesome packers. On the other hand the latter claim that while the total yield of Remedios may be even a trifle larger than last year, the part of the real choice leaf will be considerably smaller in first and second capaduras. We profess our ignorance in this matter to decide who is right or wrong, and, therefore, leave it to the future to decide this conflict impartially in due course of time.

The Vuelta Abajo and Semi Vuelta growths have been described to us by experts as being generally fair, and with some extra choice vegas. Partido continues to find much favor with the American manufacturers, although they are not so pleased with the high prices asked for the fillers and resagos. There will be a small part of the Remedios crop of a very fine quality, far better than last year, but there will be also a large proportion of short and rank leaf fit only for our cigarette manufacturers.

Weather conditions in the country are propitious for handling the leaf, and during the coming month all escogidas ought to be in the full swing.

Sales during the last two weeks totaled 3450 bales, of which represented: Vuelta Abajo and Semi Vuelta, 779; Partido, 1381; and Remedios, 1290 bales.

Buyers were: Americans, 1843; exporters to South America, 225; and our local manufacturers of cigars and cigarettes, 1282 bales.

Receipts of Leaf Tobacco From the Country

	From May 25 to June 7, 1917.		From Jan. 1, 1917.	
Vuelta Abajo,	2,063	bales.	21,830	bales.
Semi Vueltas	142	"	1,783	"
Partido	....	"	436	"
Remedios	614	"	25,692	"
Total	2,819	"	Total 49,741	"

Exports of leaf tobacco from the port of Havana for two weeks from May 27 to June 9, 1917, inclusive, totalled 14,782 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 14,136; to Canada, 361; to the Argentine Republic, 225; and to Uruguay, 60 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals—From New York: L. Greenhall, of Greenhall Brothers; Dionisio Hevia, of D. Hevia & Company; Fred Davis, accompanied by his son, Fred Davis, Jr., of Sam I. Davis & Company; and Jose M. Diaz, president of the Preferred Havana Tobacco Company.

From Boston: Albert W. Kaffenburgh, of I. Kaffenburgh & Sons.

From Chicago: Mike Friedman, of M. Friedman & Company.

From Key West: Vivian M. Myers, vice-president of the Cortez Cigar Factory.

From Tampa: Higinio Diaz, manager of the factories of the Preferred Havana Tobacco Company.

Returned—From New York: Mark A. Pollock, of Mark A. Pollock.

Departures—To Tampa: Fred Davis and Fred Davis, Jr.

Cigars

Business in our cigar factories is quite as usual at this season of the year, and excepting a few of the large factor-

ies which still are favored with good orders, it is only the home trade which is the mainstay of most of our factories at present.

The following monthly statistics of the month of May are rather unsatisfactory, as regards our exports to the United States, as we fell behind nearly one million cigars as compared with May of last year, and if it had not been for a large increase in our exports to Spain, Great Britain and France, the result would have been far worse.

Exports of cigars from Havana from May 1, 1916, to May 31, 1916,	8,979,406	cigars
Exports of cigars from Havana from May 1, 1917, to May 31, 1917,	8,573,442	"
Decrease during the month of May of the year 1917,	405,964	"

Increase by countries during May, 1917, as compared with May, 1916:

Spain,	964,545	cigars
Great Britain,	670,200	"
France,	244,362	"
Uruguay,	102,550	"
Norway,	65,000	"
Switzerland,	44,000	"
Denmark,	26,125	"
French Africa,	15,000	"
Total,	2,131,782	"

Decrease by countries during May, 1917, as compared with May, 1916:

United States,	987,316	cigars
Chile,	417,262	"
Australia,	386,234	"
Canada,	209,225	"
Netherlands,	189,810	"
Egypt,	107,600	"
Argentine Republic,	55,249	"
Gibraltar,	46,125	"
Spanish Africa,	37,925	"
Canary Islands,	36,900	"
Bolivia,	33,000	"
Peru,	26,600	"
Total,	2,533,246	"
Exports from Jan. 1 to May 31, 1916,	51,834,678	cigars
Exports from Jan. 1 to May 31, 1917,	42,212,884	"
Decrease during first 5 months of the year 1917,	9,621,794	"

The principal ten countries which in 1916 imported over one million cigars from us, show the following increases and decreases in the five months of 1917, as compared with 1916:

	Increases	Decreases
France,	2,977,488 cigars	
United States,	2,829,633 "	
Spain,	1,887,524 "	
Russia,	113,777 "	
Total,	7,808,422 "	
Great Britain,		15,950,009 cigars
Denmark,		1,110,610 "
Chile,		477,319 "
Australia,		325,004 "
Argentine Republic,		275,391 "
Canada,		149,025 "
Total,		18,287,358 "

Romeo y Julieta has continued to receive relatively good orders from the States, the Government orders from England, therefore, in combination with its orders from Spain, France and other countries, is doing an excellent business.

Punch received one British Government order for 400,000 cigars for the army and navy canteens, at relatively high prices, so this helps Don Manuel Lopez not to discharge any cigarmakers.

H. Upmann is working normally at this season of the year, as some orders are coming forward all the time.

Sol and Devesa de Murias are satisfied with the present outlook of business, fully believing in a good fall trade.

Leaf Tobacco and Other Notes of Interest

The untimely demise of Avelino Pazos, in the prime of his manhood, surprised some of his friends, although the intimates knew that his lingering illness for the last six months excluded a cure by the physicians, and that death finally came as a relief from further suffering. The funeral on the 21st instant was a big demonstration of the esteem and respect he had enjoyed during his earthly career, the leaf trade and cigar manufacturers being well represented. Born in Galicia, Spain, although a naturalized American citizen, if we are not mistaken, he was one time Honorary Vice-Consul of Spain, at New York, and had received several decorations from the Spanish Government. He was also honorary treasurer of the Galician Society (Centro Gallego), and one of the attorneys that govern this most numerous beneficent society of nearly 50,000 members. His mother, wife, brothers and sisters are the only survivors, as he had not been blessed with any children in his married life.

The cartmen are on strike again, this time not for higher wages, but for their grievance against the United Railroad Company, which delays the receiving or delivery of the goods at the terminal station here to such an extent that the cartmen often lose half a day or more on a trip. While the administrator promised to remedy the evil, it is said that he has not kept his promises made repeatedly. As some of the dock laborers have struck out of sympathy, the shipping is tied up also. We hope the government will take a hand to settle this unbearable state of affairs.

E. H. Gato Cigar Company purchased some 300 and odd bales of the new Partido crop during the last two weeks.

Fred Davis made some purchases of new Partido for El Sidelo Factory, but intends to return here later for their Vuelta Abajo fillers.

Leslie Pantin made some purchases for account of his Northern customers in the last fortnight.

The Havana Tobacco Export Company has been buyit has an excellent trade on stripped fillers in the States.
ing leaf lately quite extensively for stripping purposes, as

I. Kaffenburgh & Sons sold forty-five bales of new Manicaragua loose leaves, at $40 per qq. to the local retailers of leaf.

Shippers above 200 bales of leaf tobacco from the port of Havana during the two weeks ending June 9th, were: Virgilio Suarez, 3708; Cuban Land and Leaf Tobacco Company, 1936; Mark A. Pollack, 1164; Leslie Pantin, 866; Jose Suarez & Company, 855; Walter Sutter & Company, 710; J. Bernheim & Son, 580; M. A. Gunst & Company, 494; Y. Pendas & Alvarez, 382; E. H. Gato Cigar Company, 356; H. Upmann & Company, 346; Havana Tobacco Export Company, 336; Havana Tobacco Stripping Company, 316; Ernest Ellinger & Company, 269; I. Kaffenburgh & Sons, 250; Rodriguez, Mendez & Company, 234; Sierra & Diez, 225; Leopoldo R. Mederos, 219; and Menendez & Company, 216 bales.

Oretaniv.

The Awakening of Business

THE following quotations are taken from a book called "The Awakening of Business," written by Edward N. Hurley, late chairman of the Federal Trade Commission:

"Intelligent competition is an adequate regulator for most of our industries."

"If industry generally is conducted efficiently and intelligently, the evil of price-cutting will be eliminated and with it the desire for price agreements or boycotts of so-called irregular dealers will go also."

"Fair, intelligent competition is properly considered by the American public as the best regulator of business."

"Ignorant competition is most dangerous to the development and success of our country. The Clayton Act and the Federal Trade Commission Act have no control over this menace."

"When competition produces waste and results in demoralization, when competition breaks down, another method of regulating business must be devised."

"Under the Federal Trade Commission Act the suppression of unfair methods of competition is primarily a matter of public interest, and not, so far as the machinery of the Commission is concerned, a contest between individuals in relation to their private rights. Hence a person complaining of such unfair methods is not a party to nor in any way connected with the proceeding by the Commission, except as he may be called upon to furnish evidence."

"One of the most important problems of modern business is proper methods of merchandising. The keen competition of the present day has rendered obsolete the old method of waiting until a customer comes in and selling him what you have in stock."

"The first step in merchandising is to price the goods properly, and to do this a modern system of accounting is necessary. The system must show the purchasing price of the goods delivered at the store and also the expense of doing business, which must be added to the purchase price before the selling price is determined."

"The next step is to get yourself known, and this requires advertising in some form."

"The next step is proper presentation of the goods."

"The way goods are displayed has a very decided effect on the volume of business done. Goods should be arranged so that they can readily be found when wanted, rather than piled anywhere and everywhere."

"A good appearance of the store has another desirable effect on the business which is generally overlooked."

"The cheapest thing in the world is courtesy, and it brings a larger volume of profit than any other factor in merchandising."

"A bad habit that some business men have fallen into is disparaging the goods of a competitor. Whether the competitor's goods deserve the criticism or not, the effect is to cause the prospective customer to lose faith in the salesman's statements."

"The necessity for revolutionary change in our business methods presses upon us from within and without. Even before the war it had become evident that we need in this country improved conditions in our manufacturing and merchandising concerns, more co-operation among business men, and a closer harmony between government and business."

"Co-operation is the watchword of our day—co-operation between business men, co-operation between employer and employe, co-operation between business and government. We have seen that there is a field for individual effort on the part of manufacturers and merchants; there is an almost equally large field for associated effort. Trade associations and similar organizations are among the most hopeful agencies of efficient industry. Their field of activity should be extended and their work made more efficient."

"These associations supply the means through which business and government can co-operate."

"There should be a greater degree of organization and mutual helpfulness in all lines of trade and industry, so that American business may be welded into a commercial and industrial whole, in order that our peopde may be supplied promptly and at the lowest possible expense with the commodities needed for their material welfare."

"I am heartily in favor of competitors meeting in trade associations when they meet for the purpose of improving their cost accounting methods, discussing better systems of standarizing their products and materials, and working out more efficient methods of producing their goods at the lowest possible cost or any other questions that go to develop efficiency. When trade associations meet for these purposes every member profits by it; every stockholder and employee is benefited. It is also helpful to our country as a whole. The government should encourage and assist the development of trade associations of this kind."

"The state of mind which makes us fear to associate with our competitor and which makes us suspicious of him must go. It does not belong to the new era of American business upon which we are entering."

Regarding Competitors

In these modern days much of that feeling, which used to prevail in the minds of not a few dealers with regard to their trade rivals, is being gradually toned down. More and more it is coming to be realized that there is a lot of room in the business world, and that if a dealer attends religiously to his own business, he stands a better chance of achieving a substantial success than if he worked all the time with one eye upon his rival. Fair competition is all right, and unfair competition all wrong, but the fundamental difference between the two things is that the former lasts while the latter does not. Of course, one dealer may learn much from another, but the position is not necessarily one of antagonism, but rather friendly emulation. Thoughts of this kind must have been in the mind of the undernoted which we culled from an exchange:

"A great many gray hairs are brought out on the heads of business men because of worrying about what competition will do, and especially some one particular competitor. It seems there is always one competitor who is more to be dreaded than all the rest. One who tries to sell his goods at cost, or is especially obnoxious in some other way.

"Probably you have been getting all your information about this competitor from your customers, and if that is the case you can bet that it has been colored up to make your competitor appear much worse than he really is and about nine times out of ten you can also bet the same customer is telling like stories about you to that same competitor.

"Just contract the habit of paying no attention to such information, but get acquainted with 'the animal,' so you can base your judgment on something more than rumor of the worst kind. Tell him that you have heard so many reasonable reports about him that you would like to know about what he really was and was not doing. He will more than likely meet you at least half way in friendliness, and then you can talk over trade abuses. You are both imposed upon enough, without imposing upon each other, why not put your heads together and eliminate some of the impositions of your customers which are only made possible by the fact that they are now keeping you from talking over these matters together."

FOUR THOUSAND BALES OF SUMATRA QUICKLY SOLD AT RECORD PRICES

(*Continued from page 9*)

10.45 A. M.

181 Bales—Deli My/A B/2—Pretzfeld & Co., New York, and Yocum Bros., Reading, Pa.—358.26 cents.

223 Bales—Deli My/M & K/Lankat/4—E. Rosenwald & Bro., for Bayuk Bros., of Philadelphia—200.23 cents.

11.00 A. M.

260 Bales—Deli My/K/1—E. Rosenwald & Bro., for T. J. Dunn & Co., New York—235.94 cents.

117 Bales—Deli My/L/4—H. Duys & Co., Inc.,—250.76 cents.

11.15 A. M.

233 Bales—Deli My/P B/1—Hinsdale Smith & Co., for G. W. Van Slyke & Horton, of Albany, N. Y., and H. Duys & Co., New York—316.87 cents.

153 Bales—Deli My/M/2—H. Duys & Co., Inc., for R. G. Sullivan, of Manchester, and Starlight Bros., of New York—341.00 cents.

11.30 A. M.

205 Bales—Deli My/H/4—Waitt & Bond, Inc., of Boston—321.7 cents.

269 Bales—Deli My/C/1—San Telmo Cigar Mfg. Co., of Detroit—365.00 cents.

11.45 A. M.

98 Bales—Deli My/P G/3—Waitt & Bond, Inc., of Boston—371.7 cents.

178 Bales—Deli My/L M/5—San Telmo Cigar Mfg. Co., of Detroit—237.00 cents.

12 M.

147 Bales—Deli My/M & K/Lankat/6—Bayuk Bros., of Philadelphia—293.00 cents.

223 Bales—Holland Sumatra Tabak/My/B—Otto Eisenlohr & Bros., of Philadelphia—301.00 cents.

12.15 P. M.

270 Bales—Deli My/1—H. Duys & Co., Inc., for R. G. Sullivan, of Manchester; Andrew Wilson & Co., of Montreal, Canada, and Geo. A. Kent & Co., of Binghamton, N. Y.—214.53 cents.

47 Bales—Deli Ba My/Pakaran/3—Allen R. Cressman & Sons, of Philadelphia—275.03 cents.

12.30 P. M.

64 Bales—Deli My/Q M/3—H. Duys & Co., Inc., for R. G. Sullivan, of Manchester—271.63 cents.

200 Bales—W. & VS/Deli-Lankat/A/1—Percival Levy for E. M. Schwarz & Co., New York, and others—185.00 cents.

A Golden Thread

In all of this wide range of differing forms of commercial activity there is one continuous quality that runs like a golden thread through all successful businesses. Without it advertising is bound to fail. With it any business—any effort that supplies a human need is susceptible to the benefits of advertising. It is common honesty—telling the truth and "making good."—W. C. Freeman.

A. Garten & Sons has removed to new headquarters, at 313 Lafayette Street.

TOBACCO MERCHANTS' ASSOCIATION OPENS FIGHT FOR BETTER PRICES

(*Continued from page 9*)

ting ceases to be moderate and becomes reckless and ruinous, it no longer constitutes a fair method of trading, and instead of acting as a stimulant to business it has quite a contrary effect. It not only forces a great many out of business, but it discourages those that remain in it. This is particularly true in industries where price-cutting has become so universal that the reduced prices are no longer looked upon by the consumer as bargains but are regarded as the regular standard prices of the commodities.

"The retail trade has now reached the point where price-cutting or underselling is no longer advantageous in competing for trade. Since all retailers are practically handling the same standard brands, and are selling them at the same rock-bottom prices, it necessarily follows that price-cutting can no longer be an effective means of securing trade.

"The Tobacco Merchants' Association cannot and does not intend to fix, regulate or control prices, but it can and will endeavor by all proper means to persuade the retail business to change the methods of trading from those of reckless and unhealthy competition to those of sound and business-like rivalry.

"As all other industries have been forced by the conditions due to the war to undergo the process of sharp readjustment, so must the tobacco industry undergo a like operation, although it has held out for almost three years at a tremendous and incalculable sacrifice. But the time has come when we must fall in line with other industries; hence the T. M. A. intends to place the matter squarely before the men who stand behind the counter and come in personal contact with the consumers so that the consuming public may be fully informed and become acquainted with the existing situation."

Cigars Gain Ninety-Six Millions in May

The following comparative data of tax-paid products as indicated by monthly sales of various stamps and receipts from certain sources of revenue is obtained from the Statement of Internal Revenue Collections for the month of May, 1917, and is issued by the bureau for the information of the trade, trade journals, and other interested persons:

Products	May, 1916	May, 1917
Cigars (large) .....No.	652,559,427	748,624,943
Cigars (small) .....No.	88,880,000	93,377,800
Cigarettes (large) ...No.	1,878,100	2,974,200
Cigarettes (small) ...No.	2,071,628,032	3,068,881,032
Snuff, manufactured..Lbs.	2,690,800	3,469,590
Tobacco, chewing and smoking .....Lbs.	37,573,092	42,122,930
Playing Cards .....Packs	3,191,867	2,949,960

Note.—Porto Rican imports for May, 1917, included in above statement were as follows: 20,292,560 large cigars; 1,000,000 small cigars; 80,000 large cigarettes; and 420,000 small cigarettes.

Philippine imports, April, 1917 (not included in above statement), were as follows: 16,554,107 large cigars; 373,256 small cigarettes; and 100 pounds manufactured tobacco.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Here, sir, is the new "toasted" cigarette

LUCKY Strike, it's called. And just exactly as you prefer 95% of your food cooked, you will now prefer your tobacco toasted.

Cooking (toasting, broiling, roasting) makes things delicious, appetizing, and savory, because it develops flavor. You don't eat raw steak or drink raw coffee. You like toast better than bread—especially fresh buttered toast.

We toast the Burley tobacco for Lucky Strike cigarettes to develop the utmost Burley flavor and seal it in, so it's always there for you. That's what toasting does.

You're in for a new flavor when you join the Lucky Strike Smoke circle—with the real Burley cigarette.

It's toasted

Our men will demonstrate to you how the tobacco is toasted — at many stores

How to open the package
Tear off part of the top only, as shown
Cigarettes in paper packages of 10 are carried more handily this way, and keep better; less likely to spill into your pocket

20 for 10c

If your dealer does not carry them, send $1 for a carton of 10 packages to The American Tobacco Co., N.Y. City

Guaranteed by
The American Tobacco Co.
INCORPORATED

Copyright by The American Tobacco Company, Inc., 1917.

"One of the advertisements in the big LUCKY STRIKE newspaper campaign—the National Magazines, billboards and street cars are telling the same story to millions of smokers everywhere."

BUSINESS OPPORTUNITIES

For Sale, Wanted and Special Notices

RATE FOR THIS DEPARTMENT, THREE CENTS A WORD, WITH A MINIMUM CHARGE OF FIFTY CENTS PAYABLE IN ADVANCE

Wanted.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 E. 78th St., New York. 9-1-tf

For Sale.

CLOSING OUT BELOW COST—20,000 banded, longfiller cigars in boxes; $18 per M. Address Jobber, Box 17, Bloomingdale, Mich.

For Sale.

CIGARETTE PLANT FOR SALE. BIG BARGAIN.

Modern plant for manufacture of Turkish cigarettes, New York City, can be bought very cheap. Owners entering other business. Two Ludington cigarette machines, fully equipped, several thousand boxes and attractive cartons, established brands, titles registered, good will, etc., etc. Terms very easy. A chance rarely offered for anyone desirous of entering the cigarette field. All communications confidential. Address Box 212, "Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

Tobacco Trade of the Berne District

The Berne Consular District of Switzerland is composed of the Cantons of Berne, Fribourg, and Neuchatel, with a population of 920,235. The center of the Swiss tobacco industry is located in the Cantons of Aargau and Ticino. There is but a limited consumption of Virginia and Carolina leaf tobaccos in this market. Experts state that these tobaccos are too aromatic for the Swiss smoker, who prefers the Maryland products, besides the Turkish, Egyptian, and Russian. The Virginia and Carolina tobaccos are mixed with others.

The Swiss smokes chiefly cheap products such as the so-called "Bouts," formed like a cigar but of equal diameter instead of being conic, made with cheap foreign tobacco and the home product. Their prices have been increased by 20 per cent. and are now from five to ten cents per ten pieces.

The imports of tobacco leaves, ribs, and stems from the United States into Switzerland, in 1915, the latest statistics available, amounted in value to $1,463,313 or about one-half of the entire imports of this country.

The Swiss Government, in order to cover a shortage of $24,000,000, due to less income on customs charges, plans a tobacco monopoly. Swiss tobacco dealers and manufacturers, however, are working against it and propose a single tax on the sale of smoking articles.

At present all foreign tobaccos are bought against cash or payment of bill of lading by the local dealers. The duty on tobacco leaves, ribs, and stems, according to the Swiss customs tariff, is $4.82 per 220 pounds.

No Virginia leaves are used by the local tobacco manufacturers. The only large factory in this district that may be interested in such leaves is the "F. J. Burrus Company, Boncourt, Canton Berne, Switzerland," but quite a number of factories in Switzerland, outside of this district, are using Virginia leaves.

(A list of cigar, cigarette and tobacco factories and dealers in the Berne Consular District can be obtained at the Bureau of Foreign and Domestic Commerce or its district or co-operative offices. Refer to File No. 88411.)

Harvey Hogg, who travels for Best & Russell Cigar Company, with headquarters in Nashville, Tenn., has recently left on a trip over his territory.

The J. C. Newman Cigar Company, Cleveland, O., has recently leased eighty-seven acres of farm land for their employes to cultivate.

Tulsa Tobacconists Secure Cigarette Licenses

Sixty-two cigar and tobacco dealers of Tulsa, Okla., have called upon the Tulsa County Clerk and handed over $10 each for which they received a license to sell cigarettes for one year. The recent State law which makes it a prison offence to sell cigarettes without a license has become effective. It is apparent that the license law is of a prohibitory character as many small dealers have discontinued the sale of cigarettes rather than pay the license fee of $10.

STAG
TOBACCO
We are *proud* of STAG.
And your customers will *like* STAG.
Because STAG is the ripened product of "156 years' experience in making good tobacco!"
You lay a smooth, firm road to loyal patronage when you recommend STAG.
STAG *backs* you up!
STAG
TOBACCO
EVER-LASTING-LY GOOD

Tobacco Merchants' Association Registration Bureau

5 BEEKMAN STREET NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS.

FRUITY CHEW:—40,268. For tobacco manufactured in all its forms. June 9, 1917. The American Tobacco Co., New York City.

HIGH LEVEL:—40,269. For cigars, cigarettes, cheroots and tobacco. June 5, 1917. Pasbach-Voice Litho. Co., New York City.

BERKSHIRE:—40,270. For smoking pipes. June 12, 1917. Manhattan Briar Pipe Co., Brooklyn, N. Y.

FOLLIN'S F. H. S. HAVANAS:—40,271. For cigars, cigarettes, cheroots, stogies and tobacco. June 8, 1917. L. E. Follin, Charleston, S. C.

LIBERTY CREST:—40,272. For all tobacco products. June 13, 1917. American Litho. Co., New York City.

CLUBVILLE:—40,273. For all tobacco products. June 13, 1917. American Litho. Co., New York City.

DENICOBAC:—40,274. For all tobacco products. June 8, 1917. D. Brinkhaus, Brooklyn, N. Y.

ROYAL SPECIAL:—40,275. For cigars. May 31, 1917. George Schlegel, New York City.

THE HIKER:—40,276. For all tobacco products. June 16, 1917. American Litho. Co., New York City.

MI AMORITA:—40,277. For all tobacco products. June 19, 1917. Pasbach-Voice Litho. Co., New York City.

M. H. Irvine Is Dead

M. H. Irvine, manager for the J. P. Taylor Tobacco Company, Lexington, Ky., and one of the most prominent tobacco men in that county, died recently after an illness of a month.

Mr. Irvine had been manager of the Taylor interests in Lexington for nine years. Prior to that he was representative of the American Tobacco Company in Cuba for ten years.

The deceased was forty-nine years old. He is survived by his father and three sisters. The funeral was held from his old home in Milton, N. C.

Henry Siegel Retires After Thirty Years' Labor

Henry Siegel, a veteran manufacturer of fine cigars, located in Newark, O., has retired from business. In 1888 he bought out the cigar manufacturing firm of Fisher and Steve, and since that time has worked steadily at his business. He has had a number of offers for his business but he will retain possession of the brands, "The Colonel," "Uncle Joe" and "M. M." Mr. Siegel states that the costs of tobaccos and other products entering into the manufacture and sale of cigars have become so high that profits have been practically eliminated.

C. S. Starkweather, former mayor of Superior, Wis., and later in the cigar business in Duluth, Minn., and Superior, has again entered the retail cigar business, having purchased the cigar store of P. Sullivan, 1330 Tower Avenue, Superior, Wis.

Frank B. Rice Dead

Frank B. Rice, president of the F. R. Rice Mercantile Company, located at 305 North Fourth Street, St. Louis, Mo., died recently at his summer home at St. Clair, Mich. His illness was of short duration and heart disease is believed to have caused his death.

Upon receipt of the news of his death the various departments of the business were closed and were not opened again until after the funeral.

Mr. Rice was a veteran of the Civil War, having enlisted in the First Michigan Infantry in 1861. At the battle of Fredericksburg, in December, 1862, he lost his right leg. He was then transferred to the Veteran Reserve Corps and was retired in 1871 with the rank of captain.

Upon leaving the army he immediately entered the cigar and tobacco business and organized the Rice & Byers Company, which later became the F. R. Rice Mercantile Company. In these companies Mr. Rice amassed a fortune.

The deceased is survived by a widow and two children, Justin R. Rice, of Florida, and Mrs. S. B. Sheldon, whose husband is secretary of the F. R. Rice Mercantile Company.

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS SINCE 1854

The Right Man Can Be Found Through The Business Opportunities Page. *Try it.*

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BOUCHER CORK & MACHINE COMPANY, Inc.
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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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GROWERS AND PACKERS OF
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LEAF TOBACCO
And Importers of ***HAVANA***
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CARDENAS y CIA Cable Address, "Nasdecar"
Almacen de Tabaco en Rama
SPECIALTY—VUELTA ABAJO AND ARTEMISA
126 AMISTAD ST. HABANA, CUBA

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

Increase in Pennsylvania Tobacco Acreage Expected

The planting of virtually all of the tobacco crop of Lancaster county was effected during the week just passed, and the plants go from the seed beds to the fields under unusually auspicious conditions. The ground has enough moisture in it to do without any more rain for two or three weeks and the plants are in perfect condition and twice the usual size and very hardy.

The unusual size of the plants is due to the unusual length of time they were left in the seed beds, rainy weather having prevented earlier planting. Because of too much rain and crowding in the beds, many plants rotted, but those remaining were of the best. So far there has been no scarcity of plants, but if for any cause, by reason of ravages of cutworms or drought, much replanting has to be done, there may be a shortage.

Investigation made by packers indicates that the crop will be grown on nearly, if not quite, 25,000 acres, and the increased acreage will be in the southern and eastern parts of the county and on the sections bordering Berks, Lebanon and Chester counties. Because of the scarcity and very high prices of old tobacco, the growers are looking for old-time prices for this crop, the selling of which is expected to start at not under eighteen cents a pound. Last year's crop started at two cents and the 1915 crop at one-half cent.

Proposed Argentine Tobacco Monopoly

ffl Reports are current in the Buenos Aires press to the effect that the Argentine Government is considering the establishment of a monopoly of alcohol and tobacco in order to secure a much needed increase in revenue. Apparently no definite plans have yet been formed, but it is understood that the monopoly would be in the form of an exclusive privilege to manufacture and deal in these products, with a compensation to the Government at a fixed amount plus a certain percentage of the profits. The Government would thereby be saved the expense of collecting the internal revenue taxes from the separate establishments. In discussing the advisability of such action, prominent papers of the Capital urge the Government to consider well before adopting these measures, not only because the result might be unfavorable, but also because monopolies are contrary to the fundamental principles of commercial liberty as understood in the country, and the law might be held unconstitutional.

A law of February 28, 1917, increases from 0.13 to 0.18 peso paper the internal tax on cigars, single or in packages of not more than five, selling at retail at 0.50 to 0.60 peso paper, while the tax on cigars selling at not over 0.05 peso is reduced from 0.015 to 0.0125 peso. (Paper peso, $0.4246.)

Memphis Factory of Havana-American Makes Delivery

The Memphis factory of the Havana-American Cigar Company has made its first delivery of cigars to the Central Cigar and Tobacco Company. When the factory was first opened in Memphis, Tenn., it was announced that it would take about ten weeks before the apprentices would be able to turn out cigars for the market. A pleasant surprise is in the fact that some of the employes have finished their apprenticeship in six weeks, thus enabling a first shipment to be made. While the factory is employing but fifty hands at present, it is expected that in a few months the number of hands will be increased to five hundred.

James R. Bass, traveling salesman for the cigar manufacturing firm of S. Sternberg & Sons, Memphis, Tenn., has recently been elected national president of the Travelers' Protective Association.

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
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HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon
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Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)
Growers, Packers and Dealers in **Leaf Tobacco**
Figuras 39-41, Cable "CUETARA" Havana, Cuba

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IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
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Importers of Havana and Sumatra and
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Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

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Consulado 142, Havana, Cuba

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Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

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OF HAVANA TOBACCO
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MENDELSOHN, BORNEMANN & CO.
HAVANA & PORTO RICO TOBACCO
196 WATER STREET, NEW YORK
PACKING HOUSES: HAVANA, CUBA, CATAÑO, PORTO RICO

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These foremost houses of the trade have reliable goods to sell and want our subscribers to know about them. Read their story and when writing tell them you saw it in THE TOBACCO WORLD. ∴ No bogus Advertising admitted.

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We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

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THAT every user of Copenhagen Snuff can feel entirely safe and know that he is using a pure tobacco, we offer to any man (including our own employees) Five Thousand Dollars who will show our guarantee to be incorrect, or to any man who finds in Copenhagen Snuff as manufactured and shipped by us anything used in the tobacco or on the tobacco that may not be used freely in food products under the United States Pure Food Laws.

Weyman-Bruton Company

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New York

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PRESIDENT

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

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Independent factories

Our Motto: Quality, always a little better than Havana's Best

Mr. Dealer—This Sign on Your Window —

JOHN RUSKIN CIGAR 5¢

[Sign—red and black]

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JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

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The largest independent and most progressive cigar factory in the world.

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This is Success

A cigar that will sell solely on its merits.

A cigar that will increase its sale year after year.

A cigar that is known and sold from Coast to Coast, from Lakes to Gulf.

A cigar whose sale requires continual increase in out-put.

Such a cigar is a success

"Above All"

Thus has BOLD become known as the Cigar

"Above All"

BOBROW BROS.
PHILADELPHIA

VOLUME 37 NO. 14

The TOBACCO WORLD

JULY 15, 1917

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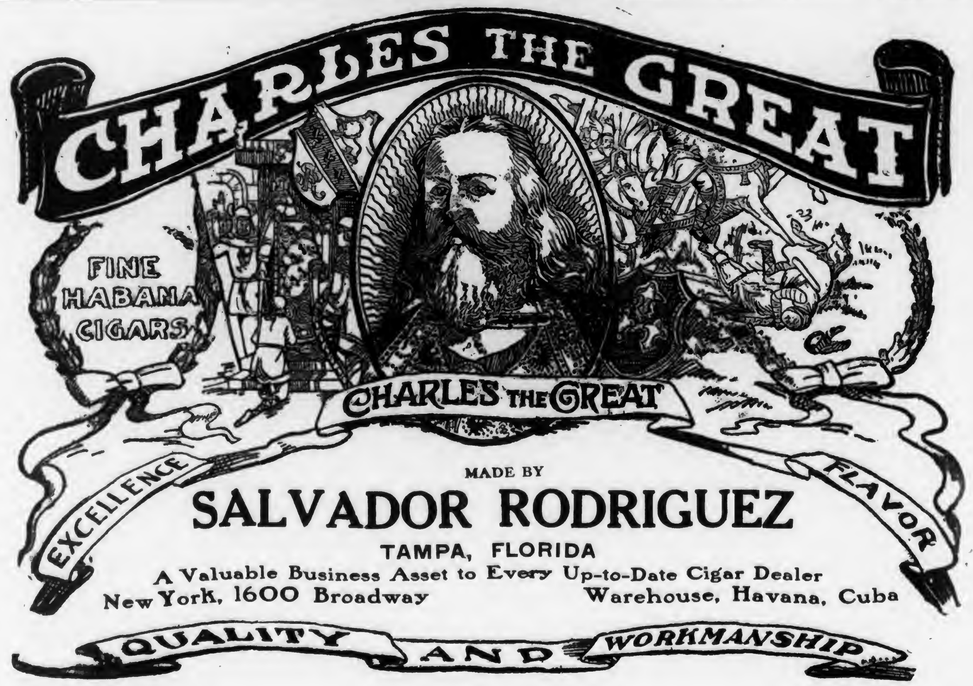

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Boost WDC Pipes

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TRADE MARK

The Big Four

BRIGHTON, 50c and up.
WINDSOR, 75c and up.
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24 shapes, genuine French Briar, and

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THE UNIVERSAL PIPE

W D C Pipes are nationally advertised, at prices which are fair to the consumer and allow the wholesale and retail trade a reasonable *profit*.

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The Juan F. Portuondo
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ESTABLISHED 1867

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For Gentlemen of Good Taste

San Felice
CIGARS

The Deisel-Wemmer Company
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AND
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EXCLUSIVE BRANDS FOR DEALERS ORDERING LARGE QUANTITIES

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Strong, Salt, Sweet and Plain Scotchs

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Importers of Havana and Packers of Leaf Tobacco
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The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

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AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

214-216 WEST 47th STREET, NEW YORK

Volume 37

THE TOBACCO WORLD

Number 14

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JULY 15, 1917 Foreign $3.50

THE TOBACCO WORLD CORPORATION begs to inform the trade that J. Lawton Kendrick has disposed of all his interests in it. The new officers are: Hobart B. Hankins, president; H. H. Pakradooni, treasurer; W. S. Watson, secretary.

The new owners propose to pursue only a constructive policy. Items of news interest will receive careful consideration without qualification. Criticism is always welcome. Some changes in the publication will be noted in this issue and others are to follow. Every effort will be put forth to make this magazine of increasing value as a trade organ.

The TOBACCO WORLD has been issued to the trade for thirty-seven years. During these years we believe that it has grown in prestige and power. We are determined that it shall attain still greater growth. We might tell you of the plans for a bigger and better TOBACCO WORLD, but we know that our actions and accomplishments will carry more conviction than printed words of future hopes.

LAST year Manila cigars gained, in exports to the United States, almost 47,000,000 over the year 1915. The first five months of this year they have shown an increase of nearly 38,000,000 over the first five months of 1916. What is happening in Manila?

The best answer to the question would be a talk with John J. Rafferty, Collector of Internal Revenue for the Philippine Islands, who is at present making a tour of the United States in the interest of Manila cigars.

We had a chat with Colonel Rafferty, and came to the conclusion that about the biggest reason for the tremendous strides which Manila cigars are making in the United States is himself.

Some years ago the sale of Manila cigars in the United States reached their highwater mark. Then they began to decline. When Colonel Rafferty was placed in charge of the revenue collections in the Philippines he observed that cigars ought to produce more revenue. His business being to do this very thing, he immediately began to investigate. He soon found that Manilas were leading members in the "In-Bad" Club in the United States. Then he also discovered the reason. The manufacturers had been using this country as a dumping ground for their poorer cigars.

He immediately started on a "clean-up" campaign and finally got the Government to guarantee the cigars sent over here. Then he got the manufacturers together and started them on the way to retrieve their fast slipping reputation, which had been established in the days of the Spanish regime when the tobacco industry was a Government monopoly.

The results speak for themselves. A strict system of inspection has been introduced, a representative of the Manila industry has been established in the United States and a campaign has been carried on in the trade papers to boost Manila cigars. In addition a number of manufacturers have individually spent additional sums to advertise their brands.

At the present rate of increase the imports of Manilas into the United States this year should exceed 200,000,000 cigars. This figure, however, may not be realized, as there is a shortage of help in the Islands and a shortage of bottoms to carry the cigars over here.

In addition there is also growing up in this country a good business in Manila leaf. There are already several houses in this country doing an extensive Philippine leaf business, and with the end of the war, when there will be more labor to cultivate the leaf crops on the Islands and more ships to bring it over, the trade in this commodity should grow rapidly. It has been found to furnish a very satisfactory filler, and we are told that several firms in the country are already marketing cigars made with Philippine filler and shadegrown wrapper.

Colonel Rafferty has been interviewing jobbers and dealers in every part of the country, and he is most optimistic as to the future of the Manila cigar in the United States. The numerous representatives of Manila factories in the United States are doing the largest business in their histories, and from all reports they are constantly oversold.

THE Tobacco Merchants' Association has fired the opening gun in the campaign for better prices for the retailer. The echo of this shot is already reaching the headquarters of this organization in the form of letters from dealers in all parts of the country attesting to their interest.

The situation as regards the retailer and his profits is serious. He must prosper. He represents the outlet through which pour annually billions of cigars and cigarettes and millions of pounds of smoking tobacco, all drawn from the vast reservoir of the tobacco industry.

It is fitting that a powerful national organization such as the T. M. A. should undertake this work, which has been begun half-heartedly in isolated sections.

The very life of the industry depends on the prosperity of the retailer. With the continually advancing cost of production, the profits of the retailer have been shrinking, and there is every evidence that under present conditions they will continue to shrink.

The T. M. A. offers a helping hand. It can and will accomplish much, but it must have the aid of both retail organizations and individuals. This campaign must be a wonderful success or a dismal failure. If it succeeds, the retailer will find himself reaping a full share of profits from his business; if it fails, he will find himself dragging along in the rut of almost profitless business which means but a bare existence for him.

DAYLIGHT SAVING PLAN

By A. LINCOLN FILENE

Chairman Special Committee on Daylight Saving,
Boston Chamber of Commerce

THE daylight-saving plan was adopted as a war measure by Great Britain, Germany, France, Italy, Austria, Holland, Denmark, Norway, Sweden, Portugal, Australia and Iceland. The year 1916 was the first year of operation of the plan in all but the last two countries, which adopted the plan this year. A committee of the House of Commons, which made a study of the question in 1908 and 1909, reported favorably a daylight-saving bill, stating the results would be:

"To promote the greater use of daylight for recreative purposes.

"To lessen the use of houses licensed for the sale of intoxicating liquors.

"To facilitate the training of the territorial force.

"To benefit the physique, general health and welfare of all classes of the community.

"To reduce the industrial, commercial and domestic expenditure on artificial light.

"That the object of the bill, which is desirable and would benefit the community, cannot be obtained without legislation.

"And that an alteration of the clock for one hour in April and a similar alteration of one hour in September is the best mode of attaining the object of the bill."

England has estimated her savings in the use of artificial light and fuel for the summer months at $2,500,000, showing a great decrease in consumption of coal, oil, gas, light, etc.

In France, from a summary report of M. Maliavalle (Depute) on behalf of "Commission de l'Enseignment et des Beaux Arts" on bill for renewal of summer time in 1917, two sets of estimates of total savings in coal for the whole country were submitted as follows:

First.—The total quantity of coal consumed by gas undertakings in France annually being put at 5,000,000 tons and by electrical undertakings at 2,000,000—7,000,000 tons in all—an economy of 10 per cent. on this amount (which the committee think it fair to take as a result of summer time) gives about:

60,000 tons over one month.
200,000 tons over three and one-half months (length of summer-time period in France in 1916).
360,000 tons over six months.
410,000 tons over seven months.

If a 15 per cent. economy is reckoned, the savings are estimated at about:

87,500 tons over one month.
306,000 tons over three and one-half months.
525,000 tons over six months.
612,000 tons over seven months.

Reckoning a mean between these two calculations, the saving over six months is put at 442,500 tons and over seven months at 511,000 tons; representing a saving in cost of £1,750,000 and £2,030,000, respectively.

The German municipal gas works at Berlin reported a decrease during May and June (1916) of 508,500 cubic meters, in spite of the fact that 18,000 new gas meters were put up during the first six months of 1916, and the records from January to April showed an increase of 2.4 million cubic meters output of gas as compared with 1915.

This country is facing a very serious food problem, the solution of which, in part at least, lies in increased intensive cultivation of the soil. All agricultural operations must cease at sunset. The daylight-saving plan offers opportunity to more than 20,000,000 workers engaged in trade, transportation and other pursuits outside the field of agriculture for an extra hour of daylight after their workday is over for work on the land. The National Emergency Food Garden Commission is inspiring and aiding the planting of 1,000,000 food gardens in cities, towns and villages. The product of these gardens will supply food valued at $250,000,000. (See American Forestry, April, 1917.) Daylight saving will give tremendous impetus to this movement through the additional daylight hour it offers workers and others.

There is no doubt but that this country will achieve the savings that the European nations have experienced:

First.—Robert L. Brunet, of the Rhode Island Committee on Public Safety, estimated that Providence will save $60,000 yearly in lighting and fuel and the country would save $10,000,000 annually.

Second.—The special committee of the Boston Chamber of Commerce estimates that the country would save $100,000,000 annually in the use of artificial light (on basis of plan for operation entire year).

Third.—Cleveland saved $200,000 during the first six months' operation of the plan.

In the summer a cool hour of the morning will be substituted for a warm one of the afternoon. The strength of the workers will thereby be better conserved. There will be less danger from accident:

First.—Artificial light will not be necessary at the end of the workday.

Second.—It is a well-known fact that industrial accidents occur most frequently in the late afternoon, the time when fatigue is great and efficiency low. An hour of this period will be shifted to the morning period.

Workers will be able to spend more time outdoors after the workday is over, owing to the additional hour of daylight. The adoption of the daylight-saving plan is being urged as a war measure by the Chamber of Commerce of the United States, representing more than 800 trade and commercial bodies. Many other associations are urging immediate action. The advisory commission to the National Council of Defense passed a resolution indorsing the plan. Action on the plan as a war measure is urged by the Massachusetts, Maine, Vermont, New Hampshire, Rhode Island and Connecticut Committees on Public Safety.

American-Sumatra to Purchase Connecticut Corporation

At a meeting of the directors of the American-Sumatra on Monday last the plan calling for the merger of this company with the Connecticut Tobacco Corporation was formally ratified. The directors of the Connecticut Company already have acted favorably upon the plan, and the matter will now go to the stockholders of each organization for confirmation. The terms of the merger will not be made public until after the stockholders have taken official action on the matter.

R. N. Remy and Nat Rice, of the American Cigar Company, have been paying a visit to Dusel, Goodloe & Company, of which Paul Brogan is the active executive. This jobbing house is doing a record-breaking business.

Hi Hammer, of Corral, Wodiska y Ca., has been in town calling on the trade.

Trade Pledging Active Support to Campaign for Better Prices

We are devoting considerable space in this issue to the campaign for better prices for retail cigar dealers which the Tobacco Merchants' Association has under way. This is one of the most important undertakings in the history of the industry and it should receive the full support of the entire trade.—Editor.

THAT the big campaign for ending the cut rate evil and re-standardizing retail prices of tobacco products, headed by the Tobacco Merchants' Association, has taken the tobacco trade by storm, is evidenced on every hand.

It is less than a week since the first gun was fired in the big campaign for better retail prices, instituted by the Tobacco Merchants' Association of the United States; but so cordial and unanimous has been the response in trade circles that the undertaking already seems assured of complete success. The great crusade for fair prices was launched with a vigor and on a scale that exceed anything ever before undertaken in the tobacco industry. Already more than 46,000 personal letters have been sent out, each being an individual typewritten letter, addressed and signed. These were mailed at the rate of 20,000 a day, the clerical part being done by a leading addressing agency, which has sixty girls steadily employed at the work.

There have been sent out also 800 letters to trade organizations, embracing not only tobacco, but the grocery, drug, stationery, confectionery and other trades in which tobacco products are handled.

The T. M. A. offices present a scene of great activity. Answers to the appeal are arriving daily in the big post office mail sacks, and David Dushkind, son of the T. M. A. counsel, with two assistants, is busy dictating the replies. These letters come from all parts of the United States and reflect widespread and intense interest in the movement, which the writers, almost without a single exception, applaud most heartily. All seem to realize that the time has come for definite and drastic action and that the day of opportunity has dawned. Recognizing that all five-cent goods must soon be raised to seven cents and that higher-priced goods must be advanced accordingly, some of the writers hint that the "odd-cent" price will be somewhat of a problem; but in reply to this, it is shown that many staple commodities which sold before the war at an even coin had been advanced a few cents without any difficulty.

It is pointed out that even soda water has been advanced in price to the consumer. At many of the popular soda water places the five-cent sodas have been raised to seven cents and the ten-cent drinks to twelve and fourteen cents, and people find no difficulty in providing themselves with pennies. As to that matter, it is maintained that half the medium-priced cigarettes have been selling at twelve and thirteen cents for a long time and that six cents has been quite well established as the price of many brands of cigars. In fact, the pioneer work of introducing odd-cent prices to the smoking public has already been done.

This week Counsellor Charles Dushkind has been busy arranging meetings and planning conferences, and it is believed that before another week goes by there will be disclosed developments of unusual interest.

The foundation of the movement, meanwhile, is being solidly laid. The trade everywhere is arousing itself to a high pitch of enthusiasm, and the campaign is rapidly taking promising and definite form. It would require several entire editions of any trade paper to present the deluge of approving letters which have been received by the Association during the past week.

A few of these communications have been taken from the mass of incoming mail and space limitations make it necessary to reprint only brief extracts from some of these. The letters are from retailers, wholesalers and manufacturers, and also from tobacco trade associations, and associations of other trades with which tobacco products are more or less identified.

William L. Wagner, secretary of the Cigar and Stogie Manufacturers' Association of Western Pennsylvania, with headquarters at Pittsburgh, writes: "I am in receipt of your letter of recent date and in reply to same would say that I will be pleased to present your communication at the next meeting of the Association."

Louis Klein, of the Retail Cigar Merchants' Association, Cleveland, O., writes: "I desire to inform you that you may count on my full support in this much needed movement. Within the next ten days we will have a meeting of the Retail Cigar Merchants' Association of Cleveland. In the meantime I will see as many dealers outside of the association as I can, and report to you the views of such dealers, or anything that may be of interest. If you have other committeemen that you wish to have me cooperate with, please let me know."

Jacob Tauss, president of the Bronx Cigar Dealers, Incorporated, 1294 Fulton Avenue, New York City, writes: "I wish to express my highest approval of your splendid presentation of cigar trade facts and conditions. All of us who are vitally concerned should be actively interested, and I will at the earliest possible time call a special meeting of the Bronx Cigar Dealers, Incorporated, to bring about an active co-operation with the Tobacco Merchants' Association to help re-standardize retail prices."

Walter C. Hughes, secretary of the National Confectioners' Association of the United States, Chicago, Ill., writes: "This is certainly a very worthy undertaking, and is similar to the work that is being undertaken by our manufacturers' committee of which Mr. V. L. Price, St. Louis, Mo., is general chairman. I know that he will be interested in receiving your communication and I have, therefore, taken the liberty of forwarding it to him, as the committee to which I refer is properly the one which should take action in reference to the matter."

William Best, Jr., of the Best & Russell Company, and who it is reported is now one of the chief executives of the General Cigar Company, writes: "The writer was very much interested in your letter of the 5th, and will

be most pleased at the next meeting of our sales organization, which will be held in the near future, to discuss the necessity of impressing upon the retailers that it is to their advantage to maintain prices and not hesitate to increase their retail prices to an extent necessary in order that they may make a legitimate profit."

Heineman Brothers, Baltimore, Md., write: "We can assure you that we are instructing all of our salesmen to advise their trade of the conditions existing in the cigar manufacturing business, and we trust that the concentrated efforts of all manufacturers will bring about the desired result."

John J. Bagley & Company, prominent tobacco manufacturers in Detroit, write: "The writer shall take this matter up personally with all his salesmen and have them talk it as they go along, and wishes to assure you that he is with you heart and soul in this work."

Leon S. Boucher, Joplin, Mo., writes: "We wish to express our appreciation of the good work you are doing in the cigar and tobacco industry. It seems that as long as the regular lines of five-cent cigars are sold to the retail dealer at $40 or less, cigars will be retailed at five cents straight. It is true that the odd-cent cigar would be a solution to the problem . . . we are featuring a new brand that retails at from seven to fifteen cents and are trying to get away from the old fixed retail prices. If there is anything we can do in our small way to assist in establishing a better standard of retail prices, we will be glad to co-operate at any time."

The Fleck Cigar Company, Limited, Reading, Pa., write: "Being familiar with the conditions existing today, we are in a position to appreciate same. We agree with you that there should be a new standard of retail prices. There is no reason why, by raising the nickel product to six cents, that the consumer would not also pay the additional penny on his cigars, the same as he is paying more money for everything else. . . . To follow up the agitation of the six-cent cigar, it might be well to agitate the minting of a six-cent piece, if that were possible, and it may be possible if the Finance Committee could be made to see that by advancing the revenue to $3 they would realize greater returns, which would justify them in minting a new coin. And it would be for the benefit of all concerned, except Mr. Consumer, who is capable of bearing the burden of the high cost of necessities as well as luxuries."

A. Ruben & Company, Pittsburgh, Pa., write: "We beg to acknowledge receipt of your circular in which you ask the co-operation of every firm and individual interested in the jobbing and manufacturing of tobacco products to explain to retail dealers, the necessity of changing the retail selling price of all items on account of the increased cost, due to the general increase in the cost of production as well as the additional revenue. We are of the opinion that the quickest way to bring about necessary change in price for the different tobacco products, is to have the chain stores arrange to change the price to the consumer on a certain set day and we are sure that the independent dealer will only be too happy to follow."

Ashton & Major, jobbers of tobacco products in Charleston, W. Va., write: "We are heartily in accord with any movement that will organize the tobacco dealers so that concerted action on prices can be had. We believe that the time is ripe and will be glad to help the good cause along in any way that you may suggest."

W. M. Frasor, of Frasor's Billiard Parlor and United Cigar Stores Agency, Blue Island, Ill., writes: "I heartily approve of this movement and believe it to be the only way in which the proper adjustment of prices can be reached. The retailers of the United States are surely entitled to a larger margin, but in this particular community they seem to be afraid to act. I feel that all five-cent cigars costing over $35 should be sold for six cents, and ten-cent goods over $70 at two-for-a-quarter. My connection with the United Cigar Stores Company has taught me that the public will buy odd priced cigars."

C. J. Duddleston, of the Best & Russell branch, Memphis, Tenn., writes: "I have your favor of the 2d outlining the general condition of the cigar business and I quite agree with you and that something must and should be done to interest the retailers of the United States, toward getting better prices for their product. I would offer, as a suggestion, that your Association get up a circular letter, similar to your letter of July 5th, advising each and every jobber of cigars in the United States that you have this letter and upon request you will furnish them with enough of these to use as inserts, to supply every account that they have on their books. I think all the jobbers would be glad to co-operate to this extent, and while, of course, there would be a lot of duplication, the cost of the duplication would only be the cost of the letter, it could be afforded, and the duplication would not be a detriment, but a benefit."

C. B. Leidersdorf Company, of Milwaukee, Wis., write: "The writer is in receipt of your circular letter of the 3d instant, and in reply wish to say that the jobbers in Milwaukee have had very good price conditions in the last two or three years. We will be very pleased to co-operate with you in reference to better profits for the retailer as this is a very good time to take up a matter of this kind. We believe that the best way to arrive at better price conditions for retailers would be to get in touch with the different manufacturers and have them mention the retail selling price list, which they will probably issue when the new tax question is settled.

"You probably know that the majority of retailers have always been handling cigars, tobacco and cigarettes as a side line and have used them not as a profit maker but as a medium to create larger business on other merchandise. If the manufacturer will place a retail price on all packages, the jobber can in turn easily mention this price on invoices which are mailed to customers. We believe that one thing now to be done is to educate the retailer to make better profits and impress upon the retailer that cigarettes, cigars and tobacco are not a side issue. We will be very glad to co-operate with you on anything that you want us to do."

A. J. Fleischauer, wholesaler and retailer of tobacco products in North Side, Pittsburgh, Pa., writes: "I thank you for the honor of being on a committee of this kind and I will do my very best in this case. I wish to state that I am already selling 'Helmar' cigarettes at my store for thirteen cents or two packages for twenty-five cents, and will raise others as soon as I can. I will also interest my neighbors in the subject and see what we can do."

Young & Busser Company, of York, Pa., write: "We wish to assure you that you have our wholehearted support in regard to this matter, and anything you may do will be satisfactory to us."

Edward A. Ginder, Wilmington, Del., writes: "I am in heartfelt sympathy and you can count on me to do all in my power to help this effort along. I do think I could offer a better suggestion than is embodied in the circular which I received from you, outlining this proposition. With some little alteration or curtailment and advertised in a

(Continued on Page 18)

Charles Dushkind Now a Grandfather

Charles Dushkind, counsel and secretary for the Tobacco Merchants' Association of the United States, is a grandfather, a boy being born to his daughter, Mrs. Friedkin, on Monday last. Mrs. Friedkin is the wife of Israel Friedkin, publisher of the "Jewish Morning Journal."

Big Smokers—Small Eaters

On the report stage of the Finance Bill in the House of Commons, London, England, Sir J. D. Rees said: "I hope sincerely that this resolution will not have the effect, as I believe it will not have, of checking the consumption of tobacco. It is very disinterested on my part, seeing the extreme difficulty which there is in finding any place in the United Kingdom where smokers do not congregate, and where one can live free from clouds of tobacco smoke. The more a man smokes, the more he drinks, which is good for the revenue, provided he does so in proper moderation, but unfortunately, the more he eats the worse it is from the point of view of the general public. The moment the consumption of any stimulants is reduced, the more the individual concerned eats. Big smokers are small eaters; non-smokers are the gross feeders. I sincerely hope that this tax will not have the effect of reducing the consumption of tobacco, which is a pleasure to those who indulge in it, and does nobody any harm. What has moved me to make these remarks is that they apply to the treatment of all stimulants and the crusade against all stimulants of whatsoever kind which goes on in this House, and which really eventuates in the further consumption of food, the preservation of which at the present moment is of the utmost national importance."

Have a System When You Buy

Knowing what to buy and where to buy it, would seem, at a glance, to be about all there was to careful buying, but there are numerous details to look out for, if the merchant would really become expert. System in buying is a saver of many mistakes. Always keep a record of what is bought, where it was ordered from, with the quantity, price and terms. Have a purchase book and make it a rule to send out no order, however small, without first entering it in this book. When the bill comes in you have a check on the prices and terms and sometimes catch an error which otherwise would pass unnoticed. Make it a practice to use order blanks when sending out an order for goods. Many houses supply these to the trade. When you give an order in the body of a letter it always causes delay. Where it is made out on a separate sheet it receives prompt attention. It is often important to know the freight and express rates on every point you order goods from. If there are competing railroads, know the rates of each, and find out which gives the quickest and best service. Where goods in small lots are frequently ordered from different houses in the same city, an arrangement with one of them, to pack the goods ordered from the other firms with their shipment, will save considerable expense and freight bills. In buying it is necessary to keep in mind that the actual cost of goods is the price paid for them, plus the cost of drayage and freight. Keep a separate ledger account for drayage and freight, if you wish; but in fixing a selling price you can only know your real percentage of profit by adding transportation charges to the price of the goods.

Messrs. Bubeck and Guerin, of the firm of that name, which manufactures a fine line of humidors, were visitors last Tuesday.

THIS flag of ours with its stars and stripes is the emblem of justice and liberty, of freedom of thought and action, of equal opportunity without distinction of race, color or condition of birth. From our youth up we have been taught to love and revere it, to cherish the principles for which it stands, to glory in the land and its institutions that have developed under its protection. We have been taught to honor the memory of those patriots and heroes who first unfurled it to the breeze and under it achieved independence and liberty and created this a new land and nation with its doors open to receive to its citizenship the oppressed and downtrodden from any land and clime, a land of opportunity and liberty, where all may serve God according to the dictates of their own conscience. We cherish and reverence the names of those men who have directed its destinies down through the years, those who laid down their lives that the nation might be preserved an undivided nation.

We have been taught to bow in cheerful submission to the authority it represents for the preservation of the principles of justice and humanity; and now that we have been drawn into this world struggle against our wills and so impelled only because of the necessity of upholding before the world all these principles for which we as a nation have steadfastly stood and for maintaining inviolate the rights of our citizens and the dignity of our country, it becomes the duty of every citizen and manufacturer to give to our flag and nation the utmost loyalty and support and to all do our part in assisting in this crisis to a successful issue out of the situation, so that this old flag of ours without a smirch on any of its stripes and with every star undimmed may continue to wave over a land of the free and the homes of the brave.

Resolved, That it is the sentiment of the National Association of Manufacturers that every reasonable effort should be made by employers to re-employ such of their employees as may enlist or be called for service in the military or naval establishments of the United States during the war, when and as they return from such service, and that adequate provision should be made for the dependents of such employees during the term of service; but that no obligation for the care of such dependents should rest on the individual employer, but should be borne by the nation, State or municipality or by public action.

Mahin Says:

"It takes the good dog, Advertising, to keep the wolf, Competition, from the door.

"The manufacturer is known by the advertising company he keeps.

"The strength of an appropriation lies in the well-spending of it—not in the size alone.

"When you would put off till tomorrow just tell yourself that your rival is doing it today.

"A dollar spent in time saves nine. Advertising postponed has to be met with accrued interest.

"Other things being equal, the man sells the most goods who most frequently and most persuasively asks people to buy. It pays to ask.

"Prestige is the most powerful entering wedge to open the doors to complete and continued success. Advertising is, in the last logical analysis, the Base, Foundation and Building Ground for Prestige."

The Keeping of Cigars

ONE of the chief troubles of the tobacconist is keeping his stock of cigars in perfect condition for smoking, also cigarettes, pipe and chewing tobaccos. Cigars are the principal sufferers from heat, dryness, and dampness. Dryness is probably the worst evil, for most shops are kept insufferably hot throughout the year, especially in New York, where people revel in high temperatures indoors. To obviate, in a measure, this condition, all sorts of contraptions have been in use for years—moistened sponges, wet felt, mineral wool, etc. I cannot enumerate them.

An inexperienced man at the showcase will ruin the finest cigars by his crass ignorance. An over-dry perfecto smokes too freely, is dusty, and tickles the throat, causing a cough. An over-moist one is too hard to pull, and will invariably burn one-sided, the fire seeking the dryer part and avoiding the wetter. The best cigar can be converted into a bad one by the inattention of the dealer. Glass tubes and all kinds of metal foil have been used to protect fine cigars from atmospheric conditions; but in vain. The average smoker will fight shy of any cigar thus sealed.

A judge of human nature in charge of a cigar stand could have great amusement in the observation of the habits and characteristics of his customers. There is, for example, the man who would never under any circumstances take a cigar out of a box that had been opened for any one but himself; and when a fresh box is opened he will brush aside the top layer and dig out what he wants from the second or third, and as near the middle of the box as possible, on the theory that better goods are to be found there. How different this is from the purchase of a plum, a peach, an apple! Nobody digs below the surface of crate or barrel for something better.

Some customers will finger and squeeze ten or a dozen cigars before buying one. Statistics on this subject would be interesting: How much profit of the dealer is lost by these particular men in their general breaking act? They must injure a great many cigars. The best customer is he who enters quickly says, "Gimme two for a quarter," picks up the first two in sight, and gets out. Much might be written along these lines. The cigar man spends all of his idle time in refilling half-empty boxes. It is said that many dealers do not hesitate to refill with five-cent cigars an empty box that had contained goods of twice or thrice the value. No first-class house would stoop to this meanness, because it is against the law.

The latest thing in cigar protection—not against careless, reckless, or conceitedly destructive customers—is a porous clay, such a clay as the Mexicans have through the ages used for the filtration and cooling of water. S. J. Campbell, the Londonderry Irishman, who is perhaps as good a judge of cigars as we have in New York, explains to me: "This peculiar clay, or whatever it may be, is taking the place of all other tobacco perfectives or preservatives. In humid weather, when the showcase is likely to become a trifle damp, the clay absorbs all the surplus moisture, keeping the stock in perfect condition; and, on the other hand, when the weather is too dry and the goods are overheated, all we have to do is to soak the clay in water for a minute or two and replace it in the case, and it will exude enough moisture to make the cigars just right. It is the best discovery in years."—"Tip" in the New York Press.

"Chancellor" ten-cent cigar has been added to the stock of Dusel, Goodloe & Company. It is carried in the "Invincible" and "Perfecto" shapes.

The Summer Trade

Now that this pleasant period of the year is again with us, the cigar store keeper will begin to put into practical effect, the plans which he has been maturing during the last few weeks. He will commence his advertising for this season of the year, his specialties will be arranged in order, and his windows dressed so as to catch the eye of the visitor from other parts of the world or his fellow citizens on pleasure bent.

Both classes are considerable augmenters of the cigar dealer's treasury, and if the man who goes sailing, camping or fishing (or all combined) thinks more of tobacco and his favorite briar rather than cigars, he will have to stock up the former, and perhaps invest in an additional pipe in case of accidents. All this counts, and there is always the man who cannot—or will not, it comes to the same thing—do without his cigars.

No pleasure is sweeter to such an individual than to enjoy his ease with a plentiful supply of his favorite brand of cigars within easy reach. Whatever mentally dyspeptic so-called reformers may say to the contrary, the cigar, cigarette or the pipe, adds an additional comfort to life at all times, but especially so when the mind is at ease, and the cares of business are forgotten for the nonce. Our industry, therefore, fills a decided want in life's routine, and in serving his holiday seeking patrons the retailer shares, to some extent at all events, in their pleasure. The consciousness of this should therefore impart additional zest to the work of preparation for the summer campaign as well as in the active work of the same.

In our frequent peregrinations through cigar stores recently we have noted the completeness of the stocks in readiness for dispensing to the summer customs, and in particular the air of optimism with regard to this season's prospects.

Salesmanship

The mechanical act of passing out to buyers articles they call for is clerical work that any capable, sane employee can do. But when it comes to "selling," a great many things besides mere physical strength are needed. "Selling" calls into requisition a knowledge of goods and men, as well as tact, ability and shrewdness. An important part of "salesmanship" is discoursed upon as follows by an old merchant: "The word concentration as applied to salesmanship means a great deal, but most important of all, it means 'stick-to-it-ive-ness,' without which no salesman can be successful. The comparison made by a successful salesman regarding 'sticking to the job' cannot be cited too often. In speaking of a man who did not succeed as a salesman, a man, who, by the way, possessed personality, was fluent of speech, etc., in fact, he had all the requisites, except that he would not stick to the job, was easily disheartened and depressed, he said: 'He reminds me of a youngster I observed on a merry-go-round. After paying his nickel, he made his way to the place of amusement, which was soon in motion. He gazed around him in a contemplative way, evidently looking for a suitable animal on which to cover the journey. He tried the lion; evidently it was too ferocious, for no sooner had he mounted its back than he was off again. The camel was evidently too big for him; one horse he tried was not slow enough and another was too slow; finally, when the merry-go-round was slowing down, he secured the animal which suited his fancy, and completed his ride. How much better that youngster would have enjoyed himself had he made his choice instantly and stuck to it.'"

How One Corporation Instructs Its Employees in the Cigar Department

THE care and attention which is given to the development of the employees into better salesmen by the large corporations is indicated by the character of the editorial matter in the house organs issued by them.

The cigar dealer who is seeking to improve his business will be many times repaid if he reads the following written by J. J. Clark, manager of the cigar department of the Liggett Stores, and published in their house organ, "Liggett Leader":

Condition

The most important consideration in the management of a cigar department is the condition of stock. Unless a cigar is in prime smoking condition all other considerations are useless. It is poor business to sell cigars in other than first-class condition. You have made a sale, but ten chances to one you have lost a customer. It is essential, therefore, that every possible care should be exercised to see that cigars are kept constantly in prime condition.

A cigar should never crackle when pressed. If the slightest crackle is heard, it is a sign that the cigar is too dry. On the other hand, care should be used not to allow your cigars to get too moist, as in such cases the wrapper swells and becomes wrinkled. Whenever this occurs the remedy is a very simple one—remove all moisteners from the cases for a day or two.

Most of our cigar cases are fitted with horizontal cylinder moisteners, these should be swung from the top of the case, one moistener for every three feet of showcase. The wall cases should have flat moisteners.

Inside Displays

The proper use of posters and signs is essential to success. The posters that are furnished by the sign department on deals in effect, or on cut prices on cigars, cigarettes or tobacco, should be displayed on the doors of the wall-cases and the counter card should be used for all case displays on the showcase. Before putting up a new poster be sure always first to remove the old one completely. Do not paste poster over poster.

See that all your goods are signed up with the proper authorized signs. If you have no signs displayed your sales scheme is dead.

Here are three points to be borne in mind in connection with the question of signs:

(1) Under no circumstances must any substitutes for the authorized signs be used. The use of written price cards or tickets, or the writing of prices on the labels of cigar boxes is strictly prohibited.

(2) Never use a soiled or torn sign. Whenever signs become the worse for wear, take them down and put up new ones.

(3) No signs or posters of any description except those authorized by the office must be displayed either inside or outside the store.

From time to time, arrangements are made with manufacturers which call for the display of certain brands or of advertising matter. It is absolutely essential that our engagement be carried out in every respect. This is very important. It is not merely a matter of business; our honor and reputation are concerned.

Outside Displays

To a very considerable extent the success of a cigar department depends upon window displays, and it is up to the manager of the cigar department and his assistants to give every possible co-operation to the window dresser.

In connection with window displays, it is well to remember that it is not desirable to put too much full stock in the windows. A sufficient number of empty cigar boxes should be kept at all times for display purposes. The manager of the cigar department must be careful to see that the revenue stamps are cancelled, the lid of each box should then be nailed down and the box kept clean for the use of the window dresser. All boxes to be put into window displays should be trimmed carefully, all edges being made smooth.

Wherever possible use Colorado for display purposes, the Colorado being generally accepted as the best color. Whatever color, however, is selected, be sure to see that all cigars displayed are of uniform color.

All boxes should bear the box price, piece price and the brand description sign card.

All merchandise going into a window display should be in first-class condition. If pipes form part of the display, all bowls, silver bands and other metal parts should be highly polished.

Pipes and Smokers' Articles

To sell pipes and smokers' articles they must be kept constantly displayed and always in first-class condition. Under no circumstances should a pipe be shown unless it is thoroughly clean and well polished.

All briar pipes should be gone over once a week and rubbed with a little sweet oil on a woolen cloth. All silver bands or other metal parts should be regularly polished. Meerschaums will turn yellow from exposure, therefore they should be turned often in their cases, so that discoloration will not be apparent.

From time to time, as often as arrangements can be made, a tray of pipes should be placed upon the showcase with the counter price card on it showing the prices of the assortment, and every pipe should carry the price in the bowl.

In showing pipes avoid taking a pipe by the mouthpiece in the customer's presence, and if the customer puts the pipe into his mouth to try it, immediately he hands it back, wipe the mouthpiece carefully with a cloth, at the same time taking care to do it unobtrusively so as not to give offense to the customer.

Demuth Picnic Helps Benefit Fund

Over two thousand people attended the picnic of William Demuth & Company, held at Dexter Park, Brooklyn, N. Y.

Considerable interest was shown in prize contests, and the "popularity contests" excited keen rivalry. Five handsome prizes were distributed.

The proceeds of the picnic were given to the Mutual Benefit Association, whose funds will be increased by over eleven hundred dollars.

The picnic was attended by the employees of the factory warehouse and the New York office, as well as friends of the Demuth organization.

Dominican Matches Exported to Haiti

The match factory established in Peurto Plata in 1915 by Ariza & Company, a Dominican firm, recently made two large shipments to Haiti, one going to Cape Haitien and the other to Port au Prince.

The new factory is now supplying practically all the matches consumed in the Dominican Republic and is beginning to look for markets for its surplus output in the adjacent countries.

It is said that the matches made in the local factory are superior to those formerly imported from Germany, in view of which, and the high protective tariff, it is not likely that the latter will ever be able to regain this market. The plant of Ariza & Company is modern in every respect and is equipped throughout with Swedish machinery.

The output is a Swedish-style safety match, the daily yield being 500 gross of approximately 55 splints, packed in lots of 5 gross in tins and 50 gross in cases. The boxes and splints are made from local woods, while the paper and chemicals are imported from the United States. The firm employs native labor exclusively, and the results given have been most satisfactory. Its present force consists of 50 men, 30 boys, and 10 women.—"Commerce Reports."

Hints on Retail Advertising

A few helpful hints on retail advertising, taken from "Printers' Ink," are here given:

"It's not the size of your advertising space, but what you put in it that counts.

"An advertisement does its best work when the advertiser 'makes good' its promises.

"The customer, like the creditor, has a good memory. He won't forget how he has been treated.

"An advertisement that is not verbose and that is absolutely readable, is never skimmed and is rarely skipped.

"The buyer who knows when to say no will succeed better than anyone else except he who knows when to say yes.

"Colton's advice to 'deliberate with caution, but act with decision,' applies excellently to the procrastinating advertiser.

"Don't let the public forget what you offer. Advertising reminders from day to day will make your goods and name familiar.

"Lauding efficacies that the advertised article does not possess is becoming more and more a valueless way of inducing desire."

Incorporate Company to Furnish Smokes for Soldiers

Application for articles of incorporation was made in New York on Monday by an organization known as "An army girls' transport tobacco fund." The object of the organization is to provide the soldiers and sailors on transports leaving this country for Europe with plenty of tobacco.

Soldiers and sailors are not given tobacco as a ration. During the rush of sending the first contingents of soldiers to France an officer told the daughter of a prominent army officer that the men sailing on the ships would be unable to smoke for the simple reason there was no tobacco on board that they could buy.

The young woman wasted no time with army red tape, but went direct to a banker who arranged for credit with a large tobacco company, with the result that there was plenty of tobacco on the transports when they started for Europe. Scores of officers have written to the young woman to acknowledge the appreciation of every man in the expedition.

THE VALUE OF TRADE PAPERS

I have little patience with the retailer who thinks he is sometimes too busy to read his trade papers, and yet there are a great many who allow other things to interfere with this and other things which have a tendency to make them broader as well as better informed. I have met some merchants who study the advertising and editorial pages of the trade papers for advertising ideas to apply to their own business. That is one of the great things the trade paper does for the man who knows how to get the most out of it.—Frank Stockdale in "Associated Advertising."

Practice Modern Methods

Modern business men must be alert, aggressive and progressive, they must be studiously careful to employ every advantage and to overlook no opportunity to promote or conserve their interests. They must understand the value of money and the uses that may be made of it. If it will be profitable to borrow money, to discount bills or to carry credit customers they do not hesitate to get it at the bank, but they know when they get it, how and when they will be able to repay it.

The modern merchant has put aside the time-worn notion that he must hold his merchandise until he can sell it at double the price he paid for it. He has discovered that it pays better to clear it out while it is new, in season, or in style, even if he has to take a loss in doing it. He knows that he can use the proceeds to buy other merchandise, that he can sell at a profit, and that he will, in addition, save the interest on a dormant investment.

The modern merchant doesn't keep single entry books or post his books from entries made on door posts and miscellaneous scraps of paper. He knows how to take off a trial balance and how to figure his net profit. He understands the mathematics of his business finds daily use for it. He understands the value of promptness and the necessity to study both the needs and fancies of his customers in order that he may know what and how he should buy. He knows that if he expects to conduct a permanently successful business he must sell good goods; consequently he studies merchandise when he sees it.

The modern merchant knows and does all of these and many other things that "happy go lucky" dealers of the old school never thought of and perhaps will never think of; because their generation has passed.—"Maritime Merchant."

Schulte Stores Helping Campaign for "Smokes for Soldiers"

The Schulte stores are helping the campaign of the New York "Sun" for "Smokes for Soldiers," by placing boxes in their stores in which may be deposited Mutual coupons. The Schulte Company will redeem these coupons at two cents each, and turn the money over to the "Sun." Contributions are pouring into the "Sun" from many other sources.

From January 1, 1916, to May 1, 1917, Americans asked for export licenses for Russian tobacco to the amount of 1,500,000 pounds valued at $500,000.

The R. J. Reynolds Tobacco Company, Winston-Salem, N. C., was among those who subscribed $1,000,000 worth of Liberty Bonds. This is in addition to the liberal subscriptions of the officers and employes of the corporation.

Cigar and Tobacco Section of War Revenue Bill Put in Shape

THE Senate Committee on Finance has completed its labors with the new revenue bill, and the same has been reported to the Senate. A number of changes were made as compared with the form in which it was passed by the House.

There will now probably be a period of debate which may last several weeks, but it is not thought that there will be any radical changes while it is under consideration. A month to two months may elapse before the bill is finally passed.

The tobacco section of the bill was changed somewhat by the Finance Committee. The amount of goods in stock held by jobbers and retailers entitled to exemption was considerably reduced. The $3 tax on cigars selling for more than seven cents up to twelve and one-half cents was extended to include cigars retailing at fifteen cents. Cigarettes may be packed 5, 8, 10, 12, 15, 16, 20, 24, 40, 50, 80 or 100 to the box. Tobacco and snuff may be packed in the following weights: ⅛, ¾, ⅝, ⅞, 1⅞ and 5 ounces.

No provision is made for taxing stogies.

That section of the bill relative to cigars and tobacco as finally agreed upon by the Senate Committee on Finance is as follows:

Title IV.—War Tax on Cigars, Tobacco and Manufactures Thereof.

Section 400. That upon cigars and cigarettes, which shall be manufactured and sold, or removed for consumption or sale, there shall be levied and collected, in addition to the taxes now imposed by existing law, the following taxes, to be paid by the manufacturer or importer thereof: (a) On cigars of all descriptions made of tobacco, or any substitute therefor, and weighing not more than three pounds per thousand, 25 cents per thousand; (b) on cigars made of tobacco, or any substitute therefor, and weighing more than three pounds per thousand, if manufactured or imported to retail at 4 cents or more each, and not more than 7 cents each, $1 per thousand; (c) if manufactured or imported to retail at more than 7 cents each and not more than 15 cents each, $3 per thousand; (d) if manufactured or imported to retail at more than 15 cents each and not more than 20 cents each, $5 per thousand; (e) if manufactured or imported to retail at more than 20 cents each, $7 per thousand: Provided, That the word "retail" as used in this section shall mean the ordinary retail price of a single cigar, and that the Commissioner of Internal Revenue may, by regulation, require the manufacturer or importer to affix to each box or container a conspicuous label indicating by letter the clause of this section under which the cigars therein contained have been tax-paid, which must correspond with the tax-paid stamp on said box or container; (f) on cigarettes made of tobacco, or any substitute therefor, made in or imported into the United States and weighing not more than three pounds per thousand, 75 cents per thousand; weighing more than three pounds per thousand, $1.20 per thousand.

Every manufacturer of cigarettes (including small cigars weighing not more than three pounds per thousand) shall put up all the cigarettes and such small cigars that he manufactures or has manufactured for him, and sells or removes for consumption or use, in packages or parcels containing five, eight, ten, twelve, fifteen, sixteen, twenty, twenty-four, forty, fifty, eighty, or one hundred cigarettes each, and shall securely affix to each of said packages or parcels a suitable stamp denoting the tax thereon and shall properly cancel the same prior to such sale or removal for consumption or use under such regulations as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, shall prescribe; and all cigarettes imported from a foreign country shall be packed, stamped, and the stamps canceled in a like manner, in addition to the import stamp indicating inspection of the customhouse before they are withdrawn therefrom.

Sec. 401. That upon all tobacco and snuff hereafter manufactured and sold, or removed for consumption or use, there shall be levied and collected, in addition to the tax now imposed by law upon such articles, a tax of 4 cents per pound, to be levied, collected, and paid under the provision of existing law.

In addition to the packages provided for under existing law, manufactured tobacco and snuff may be put up and prepared by the manufacturer for sale or consumption, in packages of the following description: Packages containing one-eighth, three-eighths, five-

Cigars and Tobacco Section of War Revenue Bill, as Agreed Upon by Senate Committee on Finance

Little cigars, 25c. per thousand.

Cigars weighing more than 3 pounds per M., and retailing at 4 to 7 cents each, inclusive, $1 per M.

Cigars weighing more than 3 pounds per M., and retailing at 8 to 15 cents each, inclusive $3 per M.

Cigars weighing more than 3 pounds per M., and retailing at 16 to 20 cents each, inclusive, $5 per M.

Cigars weighing more than 3 pounds per M., and retailing at more than 20 cents each, $7 per M.

Cigarettes weighing not more than 3 pounds per M., 75c. per M.

Cigarettes weighing more than 3 pounds per M., $1.20 per M.

Tobacco and snuff, 4c. per pound.

Cigarette books of 25 to 50 sheets, ½c. a book.

Cigarette books of 50 to 100 sheets, 1c. a book.

Cigarette books of 100 sheets or more, for each one hundred or fractional part thereof, 1c.

Cigarette tubes, for each one hundred or fractional part thereof, 2c.

Stocks on hand with jobbers and retailers at time of enactment of Act, above 100 pounds of manufactured tobacco and snuff, cigars in excess of 500 and cigarettes in excess of 1000, at any one place of business, an additional tax equal to one-half of tax imposed by Sections 400 or 401.

eighths, seven-eighths, one and one-eighth, one and three-eighths, one and five-eighths, one and seven-eighths, and five ounces.

Sec. 402. That so much of section four hundred as imposes a tax upon cigars, and the whole of section four hundred and one, shall take effect ten days after the enactment of this Act. That section four hundred and four and so much of section four hundred as imposes a tax upon cigarettes and as relates to packages or parcels in which cigarettes may be put up shall take effect ten days after the enactment of this Act.

Sec. 403. That there shall also be levied and collected, upon all manufactured tobacco and snuff in excess of one hundred pounds at any one place of business and upon cigars in excess of five hundred at any one place of business and upon cigarettes in excess of one thousand at any one place of business, which were manufactured or imported, and removed from factory or customhouse prior to the enactment of this Act, bearing tax-paid stamps affixed to such articles for the payment of the taxes thereon, and which are, on the day this Act is enacted, held and intended for sale by any person, corporation, partnership, or association, and upon all manufactured tobacco, snuff, cigars, or cigarettes, removed from factory or customhouse after the enactment of this Act but prior to the time when the tax imposed by section four hundred or section four hundred and one upon such articles takes effect, an additional tax equal to one-half the tax imposed by such sections upon such articles.

Sec. 404. That there shall be levied, assessed, and collected upon cigarette paper made up into packages, books, sets, or tubes, made up in or imported into the United States and intended for use by the smoker in making cigarettes the following taxes: On each package, book, or set, containing more than twenty-five but not more than fifty papers, one-half of 1 cent; containing more than fifty but not more than one hundred papers, 1 cent; containing more than one hundred papers, 1 cent for each one hundred papers or fractional part thereof; and upon tubes, 2 cents for each one hundred tubes or fractional part thereof.

What Are "Cigarillos"?

Were cigarillos ever known here in the retail tobacco trade? They are included in the English Board of Trade's order as to tobacco. Leading tobacconists in London say they never have heard the term for twenty years, but one was found who said they were small cigars sold at a penny or two pence each, "and covered with tobacco leaf, not paper."

The word is not in Baretti's old Spanish and English Dictionary, which includes "cigarro"—"leaves of tobacco folded in the manner of a small pipe." It is not in the great Oxford Dictionary. But Richard Ford, in his "Gatherings from Spain," uses the word as a synonym of "cigarrito," a paper cigar. He gives a description of a Spaniard rolling one: "A leaf is torn from the book which is held between the lips, or downward from the back of the hand, between the fore and middle finger of the left hand—a portion of the cigar, about a third, is cut off and rubbed slowly in the palms till reduced to a powder—it is then jerked into the paper leaf, which is rolled up into a little squib, and the ends doubled down, one of which is bitten off and the other end is lighted. The cigarillo is smoked slowly, the last whiff being the bonne bouche, 'the breast, la pechuga.' The little ends are thrown away. They are indeed little, for a Spanish forefinger and thumb are quite fire browned and fireproof; these remnants are picked up by the beggar boys, who make up into fresh cigars the leavings of a thousand mouths." Ford also spells "cigarillo" with a final "a" instead of "o." "Some of the Spanish fair sex are said to indulge in a quiet hidden 'cigarilla; una pajita, una reyna,' but it is not thought either a sign of a lady or of one of rigid virtue to have recourse to these forbidden pleasures; for, says their proverb, whoever makes baskets will make a hundred." (Ford's book was published in 1846.)

George Augustus Sala, in "Under the Sun," has much to say about Havana cigars and Havana cigaritos. He gives an entertaining account of his visit to the tobacco factory of La Honradez; he uses the word "papelitos," but not "cigarillo."

By the way, who introduced the cigarette into English society; the Duke of Buccleuch, who contracted the habit of smoking cigarettes at Petrograd in 1856; or Laurence Oliphant, who learned to smoke them as a war correspondent in the Crimea two years earlier?

Show Registration Card to Get Cigarettes in Oklahoma

In order not to violate the new anti-cigarette law, Oklahoma dealers intend to ask persons of questionable age, who apply for cigarettes, to show their registration card, as affirmation of the fact that they have reached the age of twenty-one years.

Under the new Oklahoma anti-cigarette law, dealers are required to pay a license of $25 and furnish an indemnity bond of $1000, forfeitable to the State on violation of the law. The bonding fee is $10, which, with the license, makes an additional expense of $35.

The statute provides that when a dealer is convicted of selling cigarettes to minors his bond shall be forfeited. Of the $1000, a fee of $50 will be paid to the complaining witness; $100 to the county attorney, and the remainder will be placed to the credit of the county road fund in the county of violation.

Some retail dealers believe that many small cigar stores, where limited stock is carried, will not be able to give the $1000 bond, and consequently will be driven out of business. It means, they say, that cigarette business later will be confined to the larger drug stores and chain stores, as they only will be able to operate under the law.

Many retailers are in favor of following the example of Tulsa dealers in raising the price five cents for all grades of cigarettes. In that way packages now selling for a nickel would be ten cents, ten-cent packages, fifteen cents, and so on.

Next Inscription at "American Frascati" August 3d or 10th

The Sumatra Tobacco Import Corporation is planning to hold its next inscription at "American Frascati" either August 3d or 10th, the possible delay to the later date being considered in order to get additional quantities of Sumatra in New York so that as large a number of bales as possible may be offered.

It is understood that the tobacco to be offered at the next inscription will be more particularly suited to the needs of manufacturers of five-cent cigars. Possibly 5000 bales will be offered.

While there was a large attendance at the first inscription it is expected that even more will appear at the one to be held early in August.

Following on the heels of the news of the success of the first American inscription, word has come from Holland to the effect that an inscription was held at Amsterdam on July 13th, and that the Dutch Government proposes to lift the embargo upon the exportation of tobacco.

HAVANA LETTER

Havana Office: Perseverancia 8
Carlos Wintzer, Representative

Havana, July 8, 1917.

THE market has not changed any during the past fortnight except perhaps that transactions were less than in the previous two weeks. However, it is hoped that with the recent arrival of more buyers from the North, our market will show more interest than it has heretofore.

Partido tobacco of the new crop is arriving in large quantities in our market, but the sales that have been made so far are entirely out of proportion with the amount of tobacco that has already been received. Of course, this is due mainly to the exorbitant prices which the Almacenistas are asking and which buyers that have arrived from the United States are not willing to pay, and have limited themselves to buying a few bales and returning to the States without making the purchases they had figured on. Naturally, this attitude of American buyers has greatly disappointed the Almacenistas, who claim having paid high prices for the tobacco in the country, adding that they are entitled to a reasonable profit for their work and investment, and that if buyers refuse to pay the prices ruling today in our market, they will simply have to keep the tobacco in their warehouses until buyers are disposed to come across and operate within the conditions of the market. It is true that this year's Partido crop will yield more than last year's, and that the fillers are more spongy and will be more profitable than last year's, if the price did not more than offset the advantage. Outside of Partido there is very little that the Northern buyer could buy, due to the fact that the Vuelta Abajo crop seems to be considerably delayed. Some few lots of new Vuelta Abajo have been received, however, and have been sold at prices which puts all former high records to blush. This week a large packing of Remates was sold to a local export house, and it was nothing extraordinary; the prices paid were $65 for the clean portion and $50 for the lower grades, the tobacco to be received fresh as it arrives from the country; the buyer took the quantity of tobacco that the packer had already received and the balance is to be delivered as it comes in. Some people said that they considered this price very reasonable, considering the prices that have been paid in the country for tobacco in bundles. So manufacturers up North can see from this what they are up against this year.

Again referring to Partido, this crop is not so small as the Almacenistas thought it to be, and, therefore, it is probable there will be so much tobacco in the market of the different grades of Partido, that the Almacenistas will be obliged to be more reasonable in their views as regards prices. On the other hand, the manufacturers of clear Havana cigars in the United States find that they would lose money on their cigars if they should buy at the prices which the Almacenistas are asking, and the consequences might be that they will have to resort to the substitution of Cuban tobacco by some other kinds of leaf. In fact, the writer already has some intimation that there are people in the United States just now practicing substitution rather than submit to the condition of the market this year. These people, at least, have already given to understand their decision, operating lightly and buying only a small quantity of Cuban tobacco.

The Remedios situation remains still undefined, as we hear many reports from this district, and very few seem to agree. We do know that no new Remedios has yet arrived in the market, and we hear also that no packings have yet been opened. Several houses have stated that they will commence packing this week. It is furthermore affirmed that Remedios is no exception to the rule this year, and is just as forward as any of the other districts, as far as prices are concerned. If the reports that we hear have any foundation, the price paid to the farmers for their tobacco in bundles are the highest ever recorded in the history of our tobacco trade. For instance, for 100 pounds of tobacco in bundles, including the stems and stalks, from $25 to $30 have been paid, according to the statements of several local houses who are usually large operators.

When we consider that in former years $6 to $12 has been paid for the entire crop, a fair idea is then obtained. It is entirely out of the question for dealers and manufacturers in the United States to expect low prices this year for any grade of Remedios, and it is to their own interest for them to have a fair idea about conditions and future prospects.

On account of the very high prices prevailing, and which some Havana houses have been allowing their buyers in the country to pay right along, certain large operators have retired from the country, and have announced their decision not to pack any tobacco this year. These people state that they have been assisted in making this decision by the quality of the crop, which they do not like. Undoubtedly, there is some good tobacco in the crop, as the writer has seen samples which were of a very good type, but it is claimed on the other hand that there is a large proportion in the crop which is not very good.

The sales during the last two weeks totaled 1503 bales, divided as follows: Vuelta Abajo and Semi Vuelta, 901; Partido, 533, and Remedios, 69.

Buyers were: American, 943; exporters to South America, 200, and our local manufacturers of cigars and cigarettes, 360.

Buyers of Leaf Who Come and Go

Arrivals—From New York: Max Stern, accompanied by William Levison, of Maximilian Stern; Joe Mendelsohn, of Mendelsohn, Bornemann & Company.

From Chicago: August Kuttnauer, of Rothschild Sons & Company.

From New Orleans: F. Abbot, of Walter Sutter & Company.

From Tampa: Manuel B. Pendas, of Y. Pendas y Alvarez; Jose Lozano and Bernabe Sanchez, of F. Lozano Son & Company.

Departures—To Key West: Vivian M. Myers, vice-president of Cortez Cigar Company.

To New York: Ernest Ellinger, of Ellinger & Company; Max Schwarz, Jr.

To Boston: Albert W. Kaffenburgh, of I. Kaffenburgh & Sons.

To Tampa: Ernest Berger, secretary and manager of the Tampa-Cuba Cigar Company; Jose Lozano, of F. Lozano Son & Company.

August Kuttnauer, of Rothschild Sons & Company, of Chicago, and general representative for the famous "Punch" cigar factory, will leave here today homeward.

All the principal factories are working steadily with provision of large orders.

Oretaniv.

X-RAY FOR TOBACCO BUGS

By DR. LEONARD KEENE HIRSCHBERG

In the "Western Tobacco Journal"

THE tobacco bug that has caused cigar manufacturers great losses mounting well up toward $1,000,000 has been sounded the death knell by the X-ray apparatus. Not only may the cigarmakers and the retailer be thus insured in the future, but the purchaser will also have reason to rejoice.

There is a popular notion that cigars are made months before they are sold and that the manufacturer is nearly uniformly busy the year through. The facts are quite to the contrary and largely because of the ravages of the tobacco beetle. Fearing this pest, the manufacturer dares not stock up heavily, but instead labors spasmodically, and principally when many orders are coming in. Even then the manufacturer has not been sure until of late that the tobacco bug would not have a chance to ruin his products while it was in the hands of the retailer or just after the consumer got it.

The tobacco bugs evolve from very small eggs that easily escape detection. According to the temperature the worm is hatched out from the egg in a longer or a shorter period, at most something like two weeks. Then the worm bores its way through the tobacco in its efforts to reach the free air and to be off upon the wings that it develops then. When the eggs are made up in a cigar the worm drills holes through the tobacco and injures its marketability if in the hands of the retailer or spoils it for the smoker if in the possession of the consumer.

Despite the utmost care tobacco warehouses become infested, and in this fashion the pest is disseminated among the very cleanest of manufacturing establishments. Many thousands of dollars have been spent each year in trying to get rid of the tobacco bug and efforts to this end have been various, but the X-ray alone in its present form does the work.

The inventor of the sterilizing apparatus is Franklin S. Smith, and the credit for it is due to him. This apparatus is gaining wide recognition after some years of experimentation. The first results of his researches proved that the rays could kill the eggs and so long as these alone had to be dealt with sterilization was achieved even while the tobacco was packed in bales or rolled into cigars. But in its earlier forms the X-ray equipment was not uniformly successful when the worms had been hatched out.

When the first two machines were built five years ago, the X-ray tube was not susceptible to that nicety of control which Dr. W. D. Coolidge has since made possible, nor could the same penetrative power be given to the sterilizing rays. There are three water-cooled tubes, which are employed in the apparatus, that kill both eggs and larvae. It is now safe for the cigarmaker to work upon a regular schedule and to pack and seal his cigars in their boxes, provided the finished product is run through the X-ray machine.

In its present form the apparatus consists fundamentally of a belt transporter carrying a stream of boxes laid upon it two deep. The boxes move through a tunnel thirty feet long and at a speed which causes any two companion boxes to make the sterilizing trip in fifteen and a half minutes. During that time the cigars are subjected to the direct effects of the rays for five minutes and for the rest of the time to the action of reflected rays.

This mirroring is obtained by lining the tunnel with rolled steel plating one-eighth inch thick. The length of the tunnel is so nicely proportioned that there is no X-ray reflection at its openings, but as an added safeguard there are flap curtains of rubber and lead composition which shut off the escape of reflected rays by way of the entrance and exit passages.

Next to the steel lining is a covering of lead and finally an outer jacket of steel. The latter completely checks the escape of soft rays that commonly pass through lead, and in this manner protects the workers employed about the machine in putting the boxes upon the belt conveyor at one end and taking them off as they issue forth at the opposite opening of the tunnel. In this way it is possible to treat 20,000 cigars an hour.

The Modern vs. the Old-time Storekeeper

The old-time storekeeper waited for customers to come in his store.

The modern storekeeper advertises his wares and attracts them.

In days gone by storekeepers paid little or no attention to their windows. A window was an opening in front of the store, a place to admit light and air; usually the glass was dirty and seldom cleaned. The lining (if any) was soiled, tattered and begrimed. "What's the use of changing window displays?" figured the old-time storekeeper. It was considered waste of effort to spend much time on the windows.

Today the modern storekeeper understands his show windows are the mirrors of his establishment, the eyes of the store. They are changed frequently, cleaned with care, always well lighted and well ventilated and display a proper assortment of the store's newest merchandise. The modern merchant realizes it is impossible to pay too much attention to his windows; thus he spends many dollars improving, rearranging and lighting them so they attract the maximum of attention.

The old-time storekeeper knew and cared little for system, his cash was kept in the old iron safe and ready change in a shop bag. Books he troubled not to keep. A few memoranda were considered sufficient and sometimes more than enough to pilot a business. Various forms of insurance were laughed at, the cash register unknown, the adding machine and protectograph as mythical as the squared circle.

The ante-bellum merchant made friends round the cylinder stove and cracker barrel, while the cider jug was much in evidence. Sticks of candy for the children and a paper of pins for the ladies were his method of making friends.

Today the wise merchant uses no counter attraction to secure trade; fair dealings, fair prices and good business methods take the place of the cider jug. Courteous clerks and well-trained assistants have replaced the cylinder stove.

Our friend, the merchant of olden days, was satisfied to sell at the lowest price, but willing and ready to accept as much profit as he could get from the unwary. Let the buyer beware, was his slogan.

Today we find the golden rule prevails almost entirely in every business. One price, and that a fair one, predominates. One profit, and that a sane one, prevails. "Let the buyer beware" has given way to "Let the seller have care."

Verily—times have changed.—"Public Ledger."

With the return of the Phillies to Broad and Huntingdon streets, Juan F. Portuondo Company is receiving some nice orders for "All Alike" and "El Grande," which are the only brands sold at the ball park.

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

For Sale.

CIGARETTE PLANT FOR SALE. BIG BARGAIN.

Modern plant for manufacture of Turkish cigarettes, New York City, can be bought very cheap. Owners entering other business. Two Ludington cigarette machines, fully equipped, several thousand boxes and attractive cartons, established brands, titles registered, good will, etc., etc. Terms very easy. A chance rarely offered for anyone desirous of entering the cigarette field. All communications confidential. Address Box 212, "Tobacco World."

FOR SALE—Twenty Universal Tobacco Stripping Machines. Address Machines, Box 214, care of "Tobacco World."

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

CLOSING OUT BELOW COST—20,000 banded, longfiller cigars in boxes; $18 per M. Address Jobber, Box 17, Bloomingdale, Mich.

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

WANTED TO BUY—Several hundred cigar molds, perfecto shapes with full heads and invincible shapes. Address Box 215, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 East 78th Street, New York.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

The Universal Cigarette

The growth in production of cigarettes in this country is so swift and surprising that it becomes a detail of first importance in the tobacco trade. The sales of cigarettes in this country during the month of March show an increase of nearly 50 per cent. over those of March a year ago. About 2,500,000,000 cigarettes were sold during the three months ended March 31, 1917; a maintaining of this rate of gain during the whole year would bring the total American production and sales to more than 35,000,000,000 cigarettes.

Just at this moment the Government intends to double the tax on cigarettes, raising it from $1.25 to $2.50 a thousand. The fiscal year ended June 30, 1915, showed a tax paid on a little less than 17,000,000,000; in the next year more than 21,000,000,000 cigarettes were taxed, and, as we see, the production and consumption are leaping upward. It is not likely that the doubling of the internal revenue tax will check the advance.

For we see that in times of stress and excitement the use of tobacco in all forms always increases, and the convenience of the cigarette has brought it enormous popularity. The pipe is always a favorite companion, but you have got to fill a pipe and then keep it in your pocket when not in use; the cigarette is a light-o-love in tobacco—a match, a few whiffs, and no further thought of the little roll of paper; it served its use, it was loved, it has gone and no more about it. Every soldier is devoted to it. Its convenience commends it to men in every angle of life; it demands little, it serves the moment's need completely, it is a momentary thing; but life is made up of separate moments and the cigarette has found its favor.—"Evening Sun."

Campaign for Better Prices

(*Continued from page 8*)

In the letter that is being sent out by the T. M. A. to the trade the association says:

"You are one of more than 600,000 retailers in the United States selling cigars, cigarettes and other tobacco products.

"You depend upon the sale of this merchandise largely, if not entirely, for your livelihood.

"Your capital and your experience are invested in it, all of your business energy is expended upon it and practically all of your working day is devoted to it.

"Now there was a time, many years ago, when the retail tobacco business was a profitable undertaking, and in those days it was well worth the time and the money and the energy that men devoted to it.

"There were ample margins of profit in cigars, cigarettes and tobaccos.

"Cigar store keepers worked hard and made money and, in many cases, became affluent.

"It is quite different today.

"Retailers still work hard, even more than they used to, but they do not make money and they do not become affluent.

"This is because the producing cost of all tobacco products, and the cost of all materials entering into the manufacturing of tobacco products, have been steadily increasing.

"As the manufacturing cost increased, naturally, the manufacturers' prices increased; so that now the prices you pay for your goods and the prices you sell them at are so close together that the transaction of buying and selling leaves the retailer scarcely enough to pay rent and to eke out a bare living.

"The producing cost of materials other than tobacco products has also been advancing during these many years, but in the case of the other products retail prices also have been advanced.

"And the result is that today you are paying increased prices for your shoes, your clothing and your groceries; but your shoe dealer, your clothier and your grocer are not paying YOU any more for their cigars and tobacco.

"The practice of price-cutting, which may have been a good thing years ago, is no longer an effective means of competing for trade. Through extensive advertising and selling campaigns, most of the brands sold have become so popularized that they are now on sale everywhere; and practically the same stock is carried in every cigar store. The purpose of underselling was to draw trade; but since ALL dealers are now underselling, NO dealer has any advantage. The result is that the consumer gets more than his money's worth and the storekeeper gets little, if anything, for his pains.

"And, bad as the situation has been and is at the present time for cigar and tobacco retailers, it is soon to be much worse unless drastic and corrective measures are taken; for as the prices of all other commodities have been and are going up almost daily as a result of the war, so must we expect the cost of producing cigars, cigarettes and tobacco to keep on increasing for the same reason. And as all other industries have been forced by the conditions due to the war to undergo the process of sharp readjustment, so must the tobacco industry undergo a like operation, although it has held out for almost three years at a tremendous and incalculable sacrifice.

"But the time has come when we can no longer hold out; hence the Tobacco Merchants' Association of the United States takes this means of placing the matter squarely before the men who stand behind the counters and come in personal contact with the consumers, so that the consuming public may be fully informed and become acquainted with the existing situation.

"The Tobacco Merchants' Association of the United States believes that a complete readjustment of retail prices to measure up to the extraordinarily increased cost of production can be brought about. We have certain ideas which we are working out. BUT WE WANT SUGGESTIONS FROM YOU. We feel that we are entitled to the whole-hearted support of the entire industry in this movement. May we count on yours?

"Let us hear from you."

The Retailers' Council of the T. M. A. met at the headquarters of the association on Saturday afternoon at 3 o'clock. William Hollingsworth, owner of the cigar store in the Woolworth Building, who is chairman of the council, presided. Nicholas Ehrlich, secretary of the council and president of the Brooklyn Retail Tobacconists' Association, was among those present, and was enthusiastic over the plans and purposes of the price-revision campaign, which was the subject under discussion. W. M. Gerson, the Times Square dealer; M. Levine, the Brooklyn cigarist, and others spoke interestingly, and all present displayed keen interest in the price-uplift idea.

President James Wertheim's statement to the press was reread. It was highly commended and endorsed.

It was finally decided by the council to issue an appeal to their brother retailers everywhere to get behind the movement and cordially support it, and to appoint committees of retailers in as many cities and towns as possible, to take local charge of the campaign.

To carry on locally, the work inaugurated by Tobacco Merchants' Association correspondence, the following committees have been named in the designated cities:

New York

Nathan Buxbaum, 326 Lenox Avenue; Rudolph J. Tatzert, 71 Herbert Street; Joseph Mirejovsky, 1386 Second Avenue; Louis Hilman, 593 East 169th Street; H. M. Miller, of H. M. Miller, 165 Broadway; Benj. Simpson, of Benj. Simpson, 149 Broadway; Herman Stearn, of The Stearn Company, 35 Wall Street; A. Sobel, of A. Sobel, 103 Park Avenue; Louis J. Levin, of Louis J. Levin, 143 Washington Street; Max Sontag, of Sontag Brothers, 429 Fulton Street; Herman Friedlander, of Herman Friedlander, 50 Flatbush Avenue.

Philadelphia

Mr. McDonnell, Yahn & McDonnell, Fifteenth and Chestnut Streets; H. S. Moorhead, Duncan & Moorhead, 722 Chestnut Street; H. H. Leach, Leach & Company, Tenth and Chestnut Streets; Mr. Taylor, M. J. Dalton Company, Thirteenth below Chestnut Street; F. Vetterlein, 1 South Fifteenth Street; Coates Coleman, 25 South Fifteenth Street; Henry Ashbrunner, 206 South Fourth Street; E. Aufterheider, Third and Walnut Streets; John Middleton, 219 Walnut Street; Geo. Ulrich, A. Ulrich & Company, Front and Market Streets.

Chicago

Henry Hamann, care of Albert Breitung, Jackson Boulevard and Dearborn Street; T. W. Clayton, care of Clayton Cigar Company, 22 North La Salle Street; John Maute, care of W. F. Monroe Cigar Company, 5 South Dearborn Street; Otto E. Schaefer, Hotel La Salle; Carl A. Zaulsen, 535 South Wabash Avenue; W. R. Andersen, care of The Fair Department 17, Dearborn and Adams Streets; Harry M. Schermerhorn, 225 West Jackson Boulevard; Chas. H. Stephenson, 610 South Dearborn Street; M. H. Brown, 384 North Clark Street; S. O. Deutsch, 501 South Wabash Avenue; George Kiessling, corner Michigan Avenue and Twenty-second Street; L. Rubovits, 11 Board of Trade Court; Fred L. Wells, 200 West Jackson Boulevard.

Birmingham

H. B. Whitman, manager cigar department Adams Drug Company, Second Avenue and Nineteenth Street; R. D. Burnett, R. D. Burnett Cigar Company, 1816 Second Avenue; J. C. Gilchrist, Norton Drug Company, Second Avenue and Twentieth Street; W. G. Patterson, Patterson Cigar Company, Second Avenue and Twentieth Street; Pryor Plumlee, Plumlee's Cigar Store, Third Avenue and Nineteenth Street; C. F. Torbert, First National Bank Building; David Letaw, Letaw's Pharmacy, Fourth Avenue and Nineteenth Street; Maurice Letaw, Eleventh Avenue and Fifteenth Street, South; Jas. L. Powell, Jefferson County Bank Building; A. L. Lewis, 1923 First Avenue.

Cleveland

The Pyle & Allen Company, 312 Superior Avenue, N. E.; E. C. Keyes, Cuyahaga Building; The George B. Scrambling Company, 1422 West Third Street; Louis Klein, C. A. C. Building, Euclid Avenue; Sam Klein, East Sixth and Euclid Avenue; Walter E. Biddingmyer, 706 Prospect Avenue, S. E.; D. Blum, 801 Euclid Avenue; Ed. I. Polster, East Fifty-fifth and Euclid Avenue; Morris Weiss, East 105th and Superior Avenue; Chas. S. Miller, 712 Superior Avenue, N. W.

Columbus, O.

Henry Siebert, Jr., Perfecto Cigar Company, 39 East Chestnut Street; Otto Young, care of John Cashatt Company, 18 North High Street; E. M. Workman, E. M. Schoenborn Cigar Company, Neil House; Joel Basch, Levy Mendel Company, 5 South High Street; William E. Gearhart, Capitol Cigar Company, 4 North High Street; Owen A. Tootle, 101 North High Street; Carl J. Wolf, 79 South High Street; Rudolph Hoofstetter, 185 North High Street; Nathan Freidenberg, 248 South High Street; H. H. Cook, John F. Snyder, Deshler Hotel.

Denver

John D. Ross, 1134 Fifteenth Street; C. A. Young (Young Hinks Cigar Company), 527 Sixteenth Street; B. F. Davis, 1006 Sixteenth Street; Wm. Benseo, 825 Seventeenth Street; Max Jacobson, 610 Seventeenth Street; D. L. Jacoway, 924 Seventeenth Street; Samuel Isaacson (Denver Hotel Cigar Company), 1635 Lawrence Street; Frank B. Constock, Gas and Electric Building; Harry Loritz, 919 Fifteenth Street; Geo. H. Levy, 717 Seventeenth Street.

Detroit

M. A. La Fond, 127 Woodward Avenue; Chas. Combs, Central Cigar Stores, Gratiot and Broadway; Ralph Warkins, David Whitney Building; David Jenks, 172 Jefferson Avenue; B. O. Scott, 155 Woodward Avenue; J. S. Capen, Ford Building; Mel. G. Soper, Dime Bank Building; Chas. Bird, 14 Michigan Avenue; J. H. Webster, 866 Jefferson Avenue; Frank Forrest, Washington Theatre Building.

Hartford, Conn.

T. J. Bannigan, 436 Asylum Street; H. S. Weeks, 867 Main Street; John F. Mack, 852 Main Street; F. E. Roberts.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States and Canada

82 Wall Street - New York

Board of Trade Bldg., Montreal, Canada

697 Main Street; H. R. Lathrop, 308 Asylum Street; W. W. Foster, 761 Main Street; E. H. Pakulski, 50 Asylum Street; W. J. Galvin, 155 Windsor Avenue; R. J. McGowan, 851 Main Street; J. F. Delin, Jr., 6 State Street.

Jacksonville, Fla.

Fred Brooks, Brooks' Cigar Store; J. W. Davidson, Forsyth Company; Simon Benjamin, Pinkussohn Cigar Company; Thomas Clark, Clark's Pharmacy; W. D. Jones, Jones' Drug Store; G. R. Paschal's Drug Store; E. A. Sharp, Terminal Pharmacy; W. L. Benton, McNeil's Drug Store; H. D. Withers, Withers' Drug Store.

Kansas City

Joseph A. Boppart, 1224 Main Street; Bert G. Butler, 500 Walnut Street; J. W. Clifford, 102 West Twelfth Street; Newman & Wyman, 15 East Tenth Street; Leo. Haas, Haas Cigar Company, Ninth and Main streets; Fred Ledeman, 913 Walnut Street; A. C. Kaplinger, 202 East Tenth Street; Harry Hess, 920 Main Street; Don Ricksecker, Ricksecker Cigar Company, 23 Walnut Street; Jack B. Morris, 733 Walnut Street; M. Kivovitch, 1001 Grand Avenue.

Lancaster, Pa.

Harry Hoeltzel, 151 North Queen Street; Simon Shissler, 52 North Queen Street; Charles C. Duttenhofer, West King; H. C. Demuth, 114 East King; H. E. Hendren, Penn Square; Kasfar Brothers, 324-326 North Queen Street; John W. Marks, 103 East King; John McLaughlin & Company, 307 North Queen Street; William Howard, Lemon and Mary streets; John Henry Miller, Imperial Drug Store.

Louisville

Maurice Blaufeld, Blaufeld Brothers, Paul Jones Building; Floyd O'Dell, Hotel Henry Watterson; Bert Humler, The Seelbach; Addison Dimmitt, Newman Drug Company, Fourth and Chestnut streets; T. P. Taylor, T. P. Taylor & Company; Herman Ackermann, Louisville Trust Company Building; Walter Deutsch, 211 South Fifth Street; G. Albert Schmitt, 225 South Fifth Street; Mrs. John R. Rose, 519 West Broadway; Joseph Rieser, 618 West Main Street.

Memphis

W. F. Rice, 113 Madison Avenue, Hill Meseley, care of Meseley-Robinson Drug Company; Chris Evans, manager Pantaze, Main Street and Madison Avenue; Acy Lehman, Main Street and Madison Avenue; I. Samelson, care of I. Samelson & Company; Harry Slager, care of The Antlers Billiard Hall; C. J. Duddleston, manager The Best & Russell Company; L. E. Sutton, manager United Cigar Stores; Harry Fanduward, 65 South Main Street; Abe Schlesinger, 137 South Main Street.

Milwaukee

Leo Abraham, Leo Abraham Company, 376 East Water Street; Harry W. Lewis, Fay Lewis & Brothers Company, 417 Sycamore Street; Steve Surman, 118 Wisconsin Street; Otto P. Hunt, Otto P. Hunt Company, 514 Grand Avenue; Floyd R. Byrum, Majestic Building; Arthur O. Meister, 436 East Water Street; Fred H. Crombie, 95 Michigan Street; Joseph Mallon, 431 Grand Avenue; F. Falkner, Jr., Falkner-Moody Cigar Company, 341 Grove Street; Fred Weil, Fred Weil Cigar Company, 369 East Water Street.

New Orleans

Jake Stern, Canal and Royal streets; Groetch & Schultz, St. Charles near Common Street; W. B. Moore, St. Charles Hotel; Max Guiraud, Macheca Building; Charles De Lasses, Canal and Royal streets; E. Villa, Baronne and Gravier streets; Sam Leach, Grunewald Hotel; Max Mayer, Stag Saloon; Jake Michel, Acme Saloon; John Oega, Pay Dras and St. Charles streets.

Oklahoma City, Okla.

Miss Mabelle Howe, Cigar Department, Shirvin Hotel; George F. Anderson, 107 North Broadway; Ralph Crosby, Crosby Drug Company, Lee-Huckins Hotel Building; W. J. Dunn, First and Broadway; W. T. Doudican, Majestic Cigar Store, 301 West Main Street; Abe Hale, 206 North Broadway; E. W. Katsung, Grand and Broadway; F. E. Patterson, Patterson & Hoffman; C. W. Sims, 115 West Main Street; V. E. Shaw, Cigar Department, Lee-Huckins Hotel.

Pittsburgh

C. A. Gibbs, C. A. Gibbs Company, Wood Street; James B. McClements, Reymer & Brothers; Charles Schmidt, Jenkinson Company; Charles J. Moye & Company, Fulton Building; F. Frank, May Drug Company; M. Lesser, R. Russell & Company, 646 Penn Avenue; Abe Fine, Oliver Avenue and Penn Place; Frank I. Clements, Park Building; A. J. Fleischauer, Federal Street, North Side; J. M. Harris, Riker-Hegeman Company, Fifth and Smithfield.

Richmond, Va.

W. D. Grenshaw, Eleventh and Main streets; James H. Grant, Twelfth and Main streets; Charles Straus, Tenth and Main streets; F. L. Sparks, Eighth and Broad streets; Nathan Hillstern, Seventh and Broad streets; W. B. Elam, Fourteenth and Main streets; Hyman Levenson, 908 East Main Street; R. E. Chelf, Harrison and Broad streets; W. G. Tarrant, 1 West Broad Street; Roy Childrey, First and Broad streets.

Rochester, N. Y.

Harry Peter, manager, Hotel Seneca cigar stand; Clyde P. Burritt, 18 State Street; Al. J. Klem, Klem's Cigar Store, Court Street and Clinton Avenue, South; Louis Newhafer, L Cigar Company, 13 East Avenue; Fred H. Lintz, Sidley Building, Main Street, East; L. M. Stafford, Kirk Cigar Store, 12 South Avenue; Myron Dorsey, Hofbrauhaus Cigar Stand; John Switzer, 4 State Street; John Curran, cigarist, Exchange Street, opposite Spring Street; Jacobstein Brothers, Whitcomb House Building, or Bert Granger, of C. H. Grashof Company, 20 Courtland Street.

St. Louis

Charles S. Gilpin, Union Station, St. Louis; The Rauh Milius Cigar Company, Wright Building; The James Stanley Cigar Company, Star Building; Louis Friedman, 530 North Sixth Street; J. P. Higgins, 323 Pine Street; Ellenburg & Company, 507 Pine Street; A. J. Hillen, Pine and North Sixth Streets; F. G. Hobold, 313 Pine Street.

St. Paul

W. H. Grathwol, Pioneer Building; Harry Johnson, Merchants Bank Building; John Danchertsen, Fifth and Robert streets; N. St. Marie, 96 East Fifth Street; Edward Luethge, Exchange Bank Building; Gus Kafka, 94 East Sixth Street; Thomas Short, Sixth and Robert streets; H. J. Byron, Dispatch Building; R. R. Roberts, Sixth and Jackson streets; Gene Gates, Commerce Building.

Springfield, Mass.

M. H. Barnett, 451 Main Street; Joseph Whitcomb & Company, 260 Main Street; Fred W. Nash, 371 Main Street; A. R. & C. H. Marshman, 286 Main Street; Fred E. Roberts, Smoke Shops; John D. Smith, druggist, Main Street; Albert E. Lerche, 325 Main Street.

Syracuse, N. Y.

R. H. Fiffany, 301 South Warren Street; Barnes Cigar Store, South Warren and Fayette streets; O'Donnell Cigar

(Continued on Page 24)

15¢
A blend of the four choicest kinds of Imported and Domestic tobacco—each kind alone having a delightful aroma and natural flavor without the slightest harshness.
Liggett & Myers Tobacco Co.

An interesting test for Harmony

JUST to doubly convince yourself of Harmony's unusual goodness, give a friend a "blind" pipe-load of Harmony without mentioning its name. As he smokes it ask him: "What do you think that tobacco costs me?"

Almost every man will guess a far higher figure than the price charged for Harmony.

Good tobaccos can cost only so much to make. A fancy selling price would add nothing to Harmony's quality. Because Harmony contains as choice tobaccos as can be grown. And these tobaccos are blended in such accurate proportions that they retain all of their natural richness and character *without loss of mildness.*

Harmony will prove to any pipe-smoker that "rich-mildness" can come only from a *blend* of good tobaccos.

Liggett & Myers Tobacco Co.

HARMONY

A PIPE BLEND

Here, sir, is the new "toasted" cigarette

LUCKY Strike, it's called. And just exactly as you prefer 95% of your food cooked, you will now prefer your tobacco toasted.

Cooking (toasting, broiling, roasting) makes things delicious, appetizing, and savory, because it develops flavor. You don't eat raw steak or drink raw coffee. You like toast better than bread—especially fresh buttered toast.

We toast the Burley tobacco for Lucky Strike cigarettes to develop the utmost Burley flavor and seal it in, so it's always there for you. That's what toasting does.

You're in for a new flavor when you join the Lucky Strike Smoke circle—with the real Burley cigarette.

It's toasted

Our men will demonstrate to you how the tobacco is toasted — at many stores

How to open the package
Tear off part of the top only, as shown

Cigarettes in paper packages of 20 are carried more handily this way, and keep better; less likely to spill into your pocket

20 for 10c

If your dealer does not carry them, send $1 for a carton of 10 packages to The American Tobacco Co., N.Y. City

Guaranteed by
The American Tobacco Co.
INCORPORATED

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"One of the advertisements in the big LUCKY STRIKE newspaper campaign—the National Magazines, billboards and street cars are telling the same story to millions of smokers everywhere."

Philadelphia Committee Endorse T. M. A. Price Adjustment

Local members of the Tobacco Merchants' Association jobbers and retailers' committee for the purpose of adjusting prices on tobacco products heartily endorsed the campaign when interviewed by a representative of the TOBACCO WORLD.

M. J. McDonnell, of Yahn & McDonnell, who heads the committee said:

"Co-operation is the keynote of the movement. Co-operation does not mean a price agreement but the dealers should join hands in this campaign, set a price on their various brands and maintain them.

"As jobbers we are setting a price for our retail customers allowing them as large a margin of profit as is possible. We do not permit selling to favorites for cut prices.

"Just as soon as the revenue bill becomes a law there will be an increase in prices and they will be maintained. If the large dealers pursue this policy the smaller retailers will soon fall in line. The time for the readjustment is now."

H. H. Leach, of Leach & Company, believes there should be one raise to cover increased taxes and increased manufacturers' prices and that the raise should be sufficient to allow the dealer a larger margin of profit. He said:

"We are in favor of the retailers getting together in harmony and working together for the interest of the retail trade as a whole. We will co-operate in any way possible. The raise in retail prices is unavoidable and is necessary for the protection of all concerned. We believe that it is best to wait until the war tax is settled, but if that is to be delayed indefinitely some action should be taken at once."

W. S. Taylor, of M. J. Dalton Company, thinks the retail trade has been asleep, but that it is now waking up. He said:

"Adjust prices as soon as the war tax is decided upon. Also adjust credits. The jobbers and manufacturers have been too lax in the matter of credits with small dealers. A tightening up of credit will help to arouse the dealers to their perilous position. The necessity for education in the retail trade is not only apparent but imperative."

The following are the Philadelphia committeemen: M. J. McDonnell, H. S. Moorhead, H. H. Leach, William T. Taylor, F. Vetterlein, Coates Coleman, Henry Ashbrunner, E. Aufterheider, John Middleton, George Ulrich, Samuel Wolrick, Ernest Walton, Maurice Jones, Hyman Gartzman, S. Kesnetzky and Isidor Greenberg.

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CUBAN OFFICE: Perseverancia, 8, Havana, Cuba.
PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

MADE AT OUR NEWARK, N. J. FACTORIES
ROCKY FORD
QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.

Write For Full Information
UNION AMERICAN CIGAR CO.
General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE
PUNCH
A Cigar with Hardly a Rival
MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.

MAKERS

GENERAL OFFICE 222 PEARL STREET NEW YORK | FACTORY TAMPA FLORIDA | WAREHOUSE LEALTAD 129 HAVANA

G. S. Nicholas & Co.

41 and 43 Beaver Street, New York

DIRECT IMPORTERS of the highest grades of Cigars manufactured by the

Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y. City.

BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR

(Continued from page 21)

Store, Corner West Fayette and South Clinton streets; Charles D. Manning, 107 East Jefferson Street; Alvin Cigar Stores Company, head office, 122 South Clinton Street; Eaton Cigar Stores Company, head office, 489 South Salina Street; Roy S. Smith, 140 West Onondaga Street; Al. McCarthy, 253 West Washington Street; George Cowan & Son, 335 James Street; J. Hallovan, 490 North Salina Street.

Tampa

J. A. Dalton, Eli Witt Cigar Company, 317 Zack Street; Fred Hensley, Hillsboro Hotel Cigar Stand, Twiggs Street and Florida Avenue; Dr. M. L. Bize, Ybor City Pharmacy, 1601 Seventh Avenue; H. O. Snow, Snow's Drug Store, Ross Avenue and Jefferson; F. E. Hutto, Hutto & Schoenborn, 508 Franklin Street; P. B. King, King's Drug Store, Franklin and Twiggs streets; Dr. W. E. Lawrence, Economical Drug Store, 817 Franklin Street; Dr. M. M. Taylor, Taylor's Drug Store, 817 Franklin Street; E. P. Purcell, Purcell's Drug Store, Grand Central Avenue; Claude Munden, Val M. Antuonio, 202 Lafayette Street.

Other Places

William D. Deibler, 128 East Independence Street, Shamokin, Pa.; Clyde P. Burritt, 18 State Street, Rochester, N. Y.; John L. Kilcullen, 308 Lackawanna Avenue, Olyphant, Pa.; E. H. Farrel, 31 East Bridge Street, Oswego, N. Y.; George H. Sheimpton, corner Huron and Franklin streets, Buffalo, N. Y.; A. O. Ingerham, 194 Main Street, Oneonta, N. Y.; M. I. Bank, 183 Pike Street, Port Jervis, N. Y.; J. F. Fahnestock, 13 and 15 East Water Street, Muncy, Pa.; Henry Milan, 58 Washington Street, Hoboken, N. J.; Abraham Horowitz and Harry Wiener, 302 East St. Anns Avenue, Bronx, New York City; G. E. Hornbeck, 8 Front Street, Port Jervis, N. Y.; L. B. Halbert, 29 West High Street, Carlisle, Pa.; Henry G. Galatian, 5½ Main Street, Flushing, N. Y.; Paul Wechsler, 74 Broadway, Flushing, L. I.; Louis Morgenstern, 574 South Center, Schenectady, N. Y.; Samuel Cousin, 261 Summit Avenue, West Hoboken, N. J.; Arthur A. Cole, Oriskany, N. Y.; Max Hinden, 435 Broad Street, Newark, N. J.

When Smokes Cost More

Added higher prices for everything users of tobacco include among their necessities will come as a consequence of war. Doubtless here and there a protest will be heard, but who doubts that the vast majority of the people will face the situation in a patriotic spirit, and in that way bear their share of the great cost of national defense which the country has assumed.

The burden, after all, will rest lightly on each individual smoker. The increased prices will be adjusted on the fairest possible basis consistent with the new tax levy. Only in cases where the prices are increased by the manufacturers will corresponding increases be made by us. All other retail dealers will doubtless follow this course. This is the way the war tax on tobacco will be paid.

With every puff a smoker takes he can have the satisfaction of saying that it represents his contribution to Uncle Sam's war chest. That's the way the smokers will chip in. In many other ways they will "do their bit" in paying the bills that will roll up as the war goes on, but in addition to other taxes smokers will pay on every article taxed, they will rally 'round the flag as smokers.—"United Shield."

Leach & Company have added the "Tifani" five-cent cigar to their lines. It is manufactured by the Gene Val Cigar Company.

We are *proud* of STAG.

And your customers will *like* STAG.

Because STAG is the ripened product of "156 years' experience in making good tobacco!"

You lay a smooth, firm road to loyal patronage when you recommend STAG.

STAG *backs* you up!

EVER-LASTING-LY GOOD

"44 Cigar Co." Philadelphia

SANCHEZ Y HAYA

Factory No 1

Tampa. Fla.

A New Brand from Old Number 1.

Samples now ready for

"IGNACIA HAYA" Brand

These goods are the last word in fine cigars made from the choicest "Vuelta Abajo" tobacco under U. S. Government bond inspection. 8 sizes only—Cigars to retail for 2 for 25c. to 25c. each. Package and goods show quality and class in every detail.

'La Flor de Sanchez y Haya" have always been leaders in their field. Better than ever.

SANCHEZ Y HAYA, Tampa, Florida

Old Evansville Hospital to Become Cigar Factory

The old city hospital at Second and Division Streets, Evansville, Ind., is being remodeled as a factory for Grill Brothers, cigar manufacturers. The alterations will cost about $7000, and room will be made for five hundred hands.

The first floor will be used for general offices and a stock room. The second and third floors will be used for cigar manufacturing. Two safety elevators will be installed and an additional fire escape added. Grill Brothers expect to occupy the factory about July 16.

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BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c

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SINCE 1854

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MUSTER:—40,278. For smoking tobacco. May 24, 1917. The Home Products Tobacco Co., Versailles, O.

DADDY LONG LEGS:—40,279. For cigars, cigarettes, cheroots and stogies. May 14, 1917. Union-Cigar Co., Pittsburgh, Pa. burgh, Pa.

U. S. ARMS:—40,280. For cigars, cigarettes and tobacco. June 16, 1917. American Cigar Co., New York City.

CRANE WILBUR:—40,282. For all tobacco products. June 11, 1917. E. M. Schwarz & Co., New York City.

HERMIT OF HIMALAYA:—40,283. For all tobacco products. June 25, 1917. Adolph Frankau & Co., Inc., New York City.

FLORIDA STRAIGHTS:—40,284. For all tobacco products. June 14, 1917. Weidman-Fisher Co., Tampa, Fla.

TRANSFERS

CUBA DEL REY:—30,530 (Tob. World). For cigars. Registered November 10, 1914, by National Litho. Co., New York City. Transferred to W. H. Streeter, Lakeland, Fla., June 22, 1917.

CANCELLATIONS

TOM MORRIS:—40,259. For all tobacco products. Registered May 14, 1917, by American Litho. Co., New York City. Cancelled June 29, 1917.

Rains Give Lancaster Leaf a Good Start

Not for years has a Lancaster County tobacco crop started growth under as favorable conditions as have attended the 1917 crop. But the plants transplanted last from seedbed to field had a close call, having been set out about the time the ground was losing its moisture. The tender little leaves had already begun to shrivel under the hot sun rays when the rains that came the early part of last week fell in time to save them and give a new lease of life.

The fields never looked finer or more promising, and all that is now needed is warm weather and occasional rains. Even the cutworms do not appear as ravenous as they were when the plants were first set out in the field. Lancaster County growers are already speculating on the prices they are likely to get for the new crop. With old goods so scarce, and only a few thousand cases of 1916 tobacco in the local market, it is taken for granted that the new crop will begin selling at 15 cents a pound, perhaps 16 cents, and it is believed the bulk of the crop will be sold at a figure not under 18 cents a pound.

Scarcity of cigarmakers is handicapping the cigar manufacturers here. While plenty of orders are coming in, the manufacturers hesitate about receiving too many on account of the uncertainty of the coming war tax. They are now considering the question of increasing prices, which they feel must soon come, unless they want to see all profits wiped all.

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General Cigar Company Forging Ahead

The "White Owl" brand of the General Cigar Company is making such headway that the company cannot get sufficient help to meet all the orders coming in for them. By discontinuing a number of brands sold in limited territories a capacity of 135,000,000 is left for the brands which are nationally distributed. Edward Cohen, of the company, said recently that the "Owl" brand is 8,000,000 ahead of last year for the first four months and that the "Robert Burns" brand is showing an increase of 59 per cent. over 1916.

Weather Favorable for Planting Wisconsin Crop

It is conceded that the planting of the 1917 tobacco crop will be quite generally completed in all sections of the State by the close of the present week and not very much behind the date of completing this work in other years. The weather and soil conditions have been decidedly favorable during the transplanting and growers have placed fine, thrifty plants in the fields that are in every way equal to any ever produced by them. The plants take root so quickly this year that an almost perfect stand has been secured, and give promise of an even growth in the fields for but little resetting is necessary. Frequent cultivation now is next in order to keep down the weeds and promote a steady growth.

Less than half a dozen warehouses in the State are operating, finishing the handling of last season's crop.

About the only crops of old leaf remaining in growers' hands have been lifted this week by the sale of 65cs of '13 and '15, grown by H. S. Pomeroy, to a Chicago jobber at probably the highest figure ever paid a Wisconsin grower for tobacco.

The shipments out of storage reach 150 cases and three cars of bundles to all points since last report.—Edgerton "Reporter."

G. J. Johnson Quits as Cigar Company Head

G. J. Johnson, president of the G. J. Johnson Company, Grand Rapids, Mich., has announced his retirement from the business, in which he has been engaged for twenty-three years.

Mr. Johnson has disposed of practically all his stock in the company and will devote his attention to study, and is considering the organization of a factory along co-operative lines.

The officers and stockholders of the reorganized concern are: President, Tunis Johnson, son of the retiring head; secretary, Jack Dietrich; treasurer, Raymond W. Starr; Frank B. Merriam, Des Moines, Ia.; Harry McIntyre, Fred McIntyre, Walter E. Gray, Harry Brown, Lester E. Blair, Orville Billings, William Roony, of Peoria, Ill.; Mr. Hildebrand, Toledo; Mr. Batjes, Milwaukee, and Mr. Reotor, of Chicago. Johnson, Starr, Merriam, Harry McIntyre, Gray, Brown and Dietrich are the directors.

The new company will retain the business name and the capital stock will remain at $250,000.

A remarkable feature of the business since it was organized was that it was conducted by no outside capital. Those who secured stock paid for it out of their dividends.

"The success of the business, I believe," said Mr. Johnson, "was largely due to the promotion of our own employes to fill any vacancy or new position as they occurred. We never engaged any one to fill an office who was not previously employed by the company."

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

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For years "Bull" Durham has been the regular smoke of the U. S. Army and Navy—officers and men alike—and millions of other "regular" Americans. Men who *"roll their own," "hold their own."* Rolling your own cigarette is a National habit. It appeals to the American idea of independence.

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarettes in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to "roll your own" with good old "Bull" Durham.

A Suggestion to Pipe Smokers
Just try mixing "Bull" Durham with your favorite pipe tobacco.— It's like sugar in your coffee
Guaranteed by The American Tobacco Co.
"Roll Your Own"
GENUINE DURHAM
THE ONLY GENUINE

"The Makings of a Nation"
"Like Sugar in Your Coffee"

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Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

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PHILADELPHIA

VOLUME 37 NO. 15

The TOBACCO WORLD

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214-216 WEST 47th STREET, NEW YORK

Volume 37 THE TOBACCO WORLD Number 15
Established 1881
A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade
$2.00 a Year PHILADELPHIA, AUGUST 1, 1917 Foreign $3.50

ASSURANCES that on August 1st the chain stores will raise their retail prices of certain brands of cigars and cigarettes seem to remove the last serious obstacle in the campaign for better prices for the retailer, if not inaugurated by, at least carried through to a conclusion by the Tobacco Merchants' Association.

The news that the chain stores will discontinue selling certain brands six for a quarter and demand five cents straight, that three-for-a-quarter brands will command ten cents straight and that double packs of certain cigarette brands will cost the consumer thirty cents instead of twenty-five, seems to have considerably heartened retailers everywhere, and as a consequence additional support for the campaign is pouring in from all parts of the country.

The Tobacco Merchants' Association has done a valuable work. It deserves more than a vote of thanks. It at least ought to have the support, through affiliation, of every cigar dealers' association in the country.

This strenuous campaign which has been carried on by the T. M. A. has not been the work of an hour, but rather a tremendous effort thoroughly organized and carried out by men of unusual ability, who are accustomed to doing big things. They have given in the name of the T. M. A. generously of their time and ability that the retail cigar dealers of the United States might earn more than a mere living from their chosen field of labor.

Nothing but an organized effort could have succeeded in an unorganized line of business involving more than half a million individuals. They have been united for a common cause—a living profit—and it is to be hoped that the lesson of this campaign will result in a closer union among cigar dealers in each locality. Once organizations are perfected each one will be able to care for its own problems.

The good work has been started and it is up to the retailers to see that the labors of the Tobacco Merchants' Association have not been in vain.

AS the days go by we are learning that war is not only a serious matter, but a tremendously expensive one as well. It is announced that the new war budget to carry us through to next July may amount to as much as $10,000,000,000. This means that the revenue bill may be changed and increased by as much as $1,000,000,000. The exact proportion of the increase to be borne by the war revenue bill and by another issue of bonds is a question being warmly debated by the supporters of the respective methods.

It is not improbable that some new taxes may be framed for the tobacco industry, so it seems as if the entire trade is due for another period of suspense before it can sit down and figure out at just what price it can afford to sell its products.

A FEDERAL fraudulent advertising law as proposed by Congressman Adamson, of Georgia, will doubtless receive hearty support from every line of industry and commerce in the country, but before some of the manufacturers in the cigar and tobacco industry endorse it too heartily they had better make certain as to the exact provisions of the bill, particularly that section referring to misbranding.

As a technical violation of moral and business standards we deplore the fact that there are numerous cigar and cigarette brands which are labeled as containing something which they do not. The damage done by misbranding of this character is of an entangling nature. It robs the legitimate manufacturer of trade, it confuses novice as to the qualities of the different tobaccos, and opens the road to other practices of an illegitimate nature.

On the other hand every cigar brand must stand on its own merits. Only an inexperienced smoker is fooled by the words on the box or label. With a critical smoker every brand must pass the test of his personal taste. If he likes a certain brand it is really of small importance whether it is filled with Manila or Havana, and what the label has to say about it carries little weight.

Of course misbranding is a practice that works much injustice to manufacturers of legitimate goods, but since the choice of a brand depends entirely on the individual taste of the smoker it is hard to see how he is injured by it. Nevertheless the best interests of the industry would be served if the misbranding practice were abandoned.

ANENT the inaction of the Philadelphia dealers toward the Tobacco Merchants' Association campaign for better prices it is suggested in a contemporary that a Moses is needed to lead the Philadelphia dealers out of the cut-price and low-price wilderness. We would, rather, issue a call for a red-blooded American who possesses the punch and persistency of one T. Roosevelt. Moses spent too much time in the wilderness to convince us that he could make a success of a hurry-up job like this.

PRESIDENT LICHTENSTEIN, of the American Sumatra Tobacco Company, recently expressed the hope that after the war his company would be able to build up an export trade in all parts of the world, and it is well within the realm of possibility. The shadegrown types of tobacco have exceeded in demand and value the wildest dreams of those who fathered the experiment a few years back. It is a mistaken idea that it is entirely a war condition that has been the making of shadegrown types.

WASHINGTON NEWS AND COMMENT

THE passage of a Federal fraudulent advertising law is sought by Congressman William C. Adamson, of Georgia, who has reintroduced into the House of Representatives his bill to prevent cheating and swindling in interstate commerce. This measure provides a fine of not to exceed $10,000 for any person or group of persons violating the proposed act.

Mr. Adamson would have it that any person or persons engaged in interstate or in foreign commerce who shall make, utter, use or circulate any false statement, verbal, written or printed, in pictures, signs, symbols, or in letters, circulars, posters, books, newspapers or otherwise, as to the character, quality, quantity or value of any goods or merchandise being shipped or sold in interstate or in foreign commerce, with intent to cheat or defraud, and who shall thereby cheat or defraud any person, or who, by any deceitful or artful practice in interstate or in foreign commerce with intent to cheat or defraud shall do so, shall be guilty of a misdemeanor, and on conviction thereof punished by a fine of not exceeding $10,000 or in case of an individual or an officer or agent of a corporation or a partner by imprisonment not exceeding five years or both, such fine and imprisonment in the discretion of the court.

There is very little likelihood that any action will be taken on this bill until Congress reconvenes for the regular session the first Monday in December. Shortly after that day, however, it is expected that the House Committee on Interstate and Foreign Commerce, to which the measure has been referred, will take up and favorably report it. There has been considerable sentiment in Congress looking to the passage of a law that will prevent "cheating" in our interstate commerce, and it has been felt that some action should be taken to prevent misbranding and other commercial abuses.

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WHEN the pending general war revenue bill is taken up for consideration in the Senate, Senator John W. Weeks, of Massachusetts, will urge the adoption of his proposed amendment which provides for the correction of clerical errors in invoices and entering merchandise, and defines the scope of the judicial review in customs litigation.

Senator Weeks has had called to his attention a large number of cases where importers, through the errors of clerks in the customs service, have been forced to pay to the Government large sums of money which they have been unable to recover because of the strict interpretation placed upon the provision now on the statute books covering cases of this character. Importers have complained to the Senator that the Court of Customs Appeals has held that no redress can be had for clerical errors unless they are detected practically at the time of entry.

The Weeks amendment, which will greatly broaden this provision so that proper adjustments between importers and the Government may be made whenever an error is found, is as follows:

"That whenever, upon protest and appeal from the decision of the collector of customs as to the rate or amount of duties as now provided by law, it shall appear that a clerical error was made in invoicing or entering merchandise, resulting in the assessment of more duties than would have been otherwise payable had such error not been committed, relief may be granted and a reliquidation of the entry by the collector of customs ordered, if necessary, upon a value below the entered value of such merchandise, according to the equity and justice of the case, whenever it shall plainly and distinctly appear from the evidence taken at the trial of such case before the Board of United States General Appraisers that such clerical error causing such excessive assessment of duties was in fact made.

"That the Board of United States General Appraisers, in determining the correct rate or amount of duty upon protest and appeal from the decision of the collector of customs, shall review all questions of law and fact involved in the action or nonaction of all executive and administrative officers upon which said decision of the collector may depend or be in any way predicated."

Importers of cigars, tobacco and supplies have faced this proposition on numerous occasions. Naturally they favor the proposal of Senator Weeks, as it is plainly in line with the desires of importers in all lines of business for the simplification of the present badly tangled customs laws, rules and regulations. Senator Weeks is in receipt of a number of communications from various parts of the country detailing cases of this nature which have occurred incident to the importation of such merchandise into the United States. The amendment finds a proper place attached to this general revenue bill and is bound to receive considerable support. It is upon these letters from the importers that the Senator is going to urge the adoption of his amendment.

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The State Department is in receipt of a cablegram from the American Consul General at London, England, stating that tobacco restriction order No. 2 requires all persons owning or having power to dispose of manufactured or unmanufactured tobacco to place the stock at the disposal of the Board of Trade. No tobacco may be delivered from ship's side except into bonded warehouses and no delivery taken therefrom without the consent of the Board of Trade. No person may sell tobacco at wholesale or retail at prices exceeding those fixed from time to time by the Board of Trade.

The previous tobacco restriction order has been revoked.

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A surtax of twenty-five per cent. of the customs duty is imposed on tobacco and some few other articles imported into Argentina in the form of parcels, under a decree of February 28, according to advices just received from Consul General W. Henry Robertson by the State Department. While one of the objects of this surtax is stated to be to limit the importation of goods in "commercial parcels," the surtax extends also to postal parcels and dutiable articles included in passengers' baggage and salesmen's samples. A decision interpreting this law directed that the surtax be based upon the original duty without regard to the special customs surtaxes of two per cent. and seven per cent. ad valorem.

Sweeping Victory for T. M. A. When Chain Stores Agree to Raise Prices

THE first of a series of victorious climaxes that will now, in quick succession, sweep the campaign of the Tobacco Merchants' Association of the United States to permanent success and put a profit into the retail tobacco business came today, when official advices from the headquarters of the great chain cigar store systems reached the T. M. A. to the effect that the big chains will make material advances in their prices and will cut down excessive coupon features throughout their systems on August 1.

It is not going too far to say that upon this determination of the bigger retail distributors the decision of the retail trade throughout the country depended.

Almost from the day that the T. M. A. campaign was inaugurated the decision of the chains on this point was breathlessly awaited. And now comes the cheering news that those great retailing corporations have decided to set the pace by actually increasing prices in every one of their thousands of stores on a fixed day and date.

According to the announcements made today, the chains will sell every standard brand of goods, whether cigars, cigarettes or tobacco, at standard prices from now on.

They will cut down the excessive use of coupons also.

They will sell ten-cent cigarettes for ten cents, fifteen-cent brands for fifteen cents, and, furthermore, will charge double prices for double packages, the larger package of twenty cigarettes to be sold at thirty cents straight instead of a quarter.

In cigars the price of five cents straight on standard nickel brands will be maintained.

The six-for-a-quarter policy of many years' standing is to be absolutely abolished. The same rule is to be applied to popular ten-cent brands hitherto sold at three for a quarter by the chains. Their price is to be ten cents straight henceforward.

Moreover, the private brands of cigars featured by them are to be standardized in price in conformity with the schedules upon competing brands sold through cigar stores all over the country.

In thus taking the initiative, the big chain stores are doing exactly what the entire trade had hoped they might do, and are demonstrating their sincere sympathy with the upward-price campaign.

As one of the bulletins issued by the T. M. A. during its campaign to give retailers a permanent profit plainly stated, the smoker has been "spoiled" for years at the hands of the trade itself. Though the consumer has constantly paid more for every other commodity entering into his living, retail tobacconists have steadily reduced the slim element of profit available for them by ruthless price-cutting. Moreover, since the outbreak of the war three years ago, and when the price of every other necessity has been consistently increased by both its producers and its distributors, the smoker has continuously been able to procure standard brands cheaper and cheaper, in spite of the fact that the cost of every raw material, labor or species of taxation bearing upon the trade has been tremendously increased.

That the pampering of the consumer is something for which the trade alone is responsible is self-evident. It is equally obvious, however, that after having been allowed to buy at bargain rates for years, a complete reaction cannot be expected to be instantaneous. The revisions must be firm and distinct, but they must also be reasonably deliberate.

It is with this in mind that it is deemed advisable to increase prices gradually and, by educational work, to elevate, surely and steadily, the retail business to a level at which it can be permanently assured of living profit upon every article sold each day.

Reports so encouraging as to make the T. M. A. campaign almost an accomplished success in even this short time have been pouring into the offices of the association, at 5 Beekman Street, in undiminished volume this week. The co-operation now extended by the national chain stores will, it is believed, be the deciding factor, for with this announcement hundreds of thousands of important retail distributors in hundreds of cities will fall in line. Indeed, it would seem that henceforth no dealer will have any one but himself to blame if he persists in pursuing a cut-price policy.

That the action of the national chains is exceedingly well timed was shown in a telegram received on Saturday by Secretary Charles Dushkind, of the T. M. A., from N. E. Nelson, secretary of the Western Association of Retail Tobacconists, and one of the most farsighted merchants in the Northwest. "We have held a meeting of Seattle retailers," Secretary Nelson wired, "and received numerous reports from other cities as well. Our unanimous decision is that if the manufacturers and jobbers in the T. M. A. can induce the chain stores to get their legitimate profits there will be no trouble in securing the unqualified support of independent merchants."

"Your movement to help the retailer is a timely one," Herman Lieberman, general manager of the Central Cigar Company's seven stores and secretary of the Detroit Retail Tobacco Dealers' Association, wrote. "We only hope that you will keep everlastingly at it, always aiming at a living profit upon all products that obtain in the industry. Herewith we send our check for $7 to enroll our seven stores as members of the T. M. A. Retailers' Council."

"I have called upon the tobacco dealers and druggists in Boulder," writes William Laird, the wholesale and retail cigar merchant of Boulder, Col., "and we have advanced our prices and we will stick! All that the retail tobacco dealers ever needed was a leader and it appears that now we have one, for results begin to show. All of the smaller towns are fast falling into line, and in order to keep them in line we must get the chain stores to be decent about some of the staples. If you can line them up you will have done a good thing, indeed, for us all."

In a four-page communication, in which he goes minutely into the subject of tobacco retailing, to the study of which he has given many years' time, H. Bercovich, of San Francisco, advises the T. M. A. as follows:

"I take this opportunity to compliment you upon the wonderful organization which you were able to form, and the formation of which was timed to the minute. Never in the history of the business was there a greater need for it, and all branches of the business were never in a more critical condition than at the present. Operating a few stores in this city and devoting my entire life to the industry, I have

given a great deal of thought and study to it, and if I can assist in any way or suggest anything for the betterment of the industry as a whole, I am only too willing and ready to do my part."

Over 900 prominent retailers have volunteered as local committeemen in the T. M. A.'s work. From these, as well as from drug, confectionery and grocery associations throughout the country, Secretary Dushkind has received a wealth of splendid suggestions, and it is evident that within a couple of weeks retail rallies will have been held in almost every city to gain concerted action following the lead of the national chains. Some of the best suggestions that have been forwarded to headquarters have been embodied by the T. M. A. secretary in the following communication, with the recommendation that they be adopted:

July 20, 1917.

To Our Committeemen:

The number of committeemen co-operating with us throughout the country in the campaign for the readjustment of retail prices has nearly reached one thousand. To correspond individually with our coworkers and to reply separately to each of the countless letters that we are receiving with every mail is almost a physical impossibility, and hence we are taking this means of expressing our views to the respective committees as to the most effective services they can render in the interest of this movement.

At the outset, we must state that the main object of this movement is to stop reckless price-cutting and to secure a living profit upon everything that the retailer sells. Since we have no power nor any desire to fix, control or maintain selling prices, our work must necessarily be limited to argument and reasoning that may tend to persuade the retail trade to change the methods of trading from those of reckless and unhealthy competition to those of sound and businesslike rivalry.

Our committeemen being on the ground and personally acquainted with the trade and with the prevailing conditions in their respective localities are in a much better position to map out the activities that would be most effective in their respective districts to bring about the desired results. However, we respectfully offer the following suggestions:

1. That special meetings of retailers to discuss the matter should be held at once in every locality. In localities where there are no tobacco associations our committeemen should call such meetings.

2. Adopt resolutions at such meetings supporting the movement and, if possible, circularize the trade in the town or locality in order to stimulate activity and secure co-operation.

3. Divide the town into a number of convenient districts, assigning to each committeeman one of the districts, and let each committeeman undertake to make a personal canvass in the district assigned to him. The services of additional retailers may be enlisted for that purpose so as to make the districts to be canvassed as small as possible.

4. Retailers should be strongly impressed with the necessity of preparing the consumer for the higher prices that are bound to come.

In this connection we must say that the consumer of tobacco products has been spoiled, so to speak. He has been pampered and petted by cigar storekeepers who have not only made it a practice to sell their goods at cut prices for many years, but who have continued to supply their customers with their wants in the tobacco line at ridiculously low prices since the outbreak of the war, and while prices in every other branch of merchandising have been steadily growing higher in accordance with the advancing cost of production.

5. We urge, therefore, with all emphasis that we can command that retailers make it their special business to tell their customers exactly what the situation is and to impress upon them that the time has come when the tobacco industry must fall in line with other industries and when every consumer will have to pay an increased price for his cigars, his cigarettes or his tobaccos, just as he long since has been compelled to pay a higher price for his bread, his sugar, his clothes and his shoes.

6. Lastly, endeavor to enroll the retailers as members of the Retailers' Council of the T. M. A., for in due time—as soon as sufficient numbers have been enrolled in any locality—it is our intention to organize them into a separate local council. When this has been accomplished there will be a system of co-operative organizations throughout the United States, working for the benefit of the entire retail tobacco trade. The membership dues are only nominal, being $1 per year. Surely every retailer can contribute that small sum to a live, active trade organization that guards his interest and looks out for his welfare as the T. M. A. is doing.

Respectfully,

RETAILERS' COUNCIL OF THE T. M. A.

Tampa Man Invents Improved Cigar-Bunching Machine

An improved cigar-bunching machine with a capacity of three times that of any cigar-bunching machine now in operation, is the invention of C. F. Bremer, of 5501 Cherokee Avenue, Tampa, Fla., who has perfected a working model and applied for a patent.

The machine invented by the Tampa man has a capacity of 1500 cigar bunches in a day, as against the average of 500 by hand. It is operated entirely by footpower, leaving the hands free to handle the tobacco. It is smaller in size than other machines and can be attached to the cigarmaker's bench.

Mr. Bremer has been in the cigarmaking business two score years. For twenty-five years he was foreman of the S. Hernsheim factory at New Orleans, one of the largest in that city, and now is employed in the M. A. Gunst factory in Tampa. He has a host of friends who will congratulate him on his good fortune.

To Vote on August 6 on Purchase of Conn. Tobacco Crop

A special meeting of the stockholders of the American Sumatra Tobacco Company will be held on August 6, to vote on the increase in the preferred stock from $1,000,000 to $2,000,00 and on the purchase of the stock of the Connecticut Tobacco Corporation. Details of the purchase plan were sent but recently by President J. Lichtenstein.

The shareholders of the Connecticut Tobacco Corporation, according to the plan, will receive one share of preferred stock of the Sumatra Company, and, in addition, one-quarter of a share of common stock of the Sumatra Company for fifteen dollars in cash for one share of Connecticut Tobacco stock.

The stockholders are asked to approve the action of the directors in authorizing the merger. The Sumatra Company is the largest producer in Connecticut, while the Connecticut Company ranks second.

Only stockholders of record July 27 will be entitled to vote at the meeting.

Constructive Criticism of Workmen's Compensation Act in the United States

ENDORSEMENT of the underlying principle of workmen's compensation laws, and constructive criticism of their practical application, are the chief features of a report on "Workmen's Compensation Acts in the United States—The Legal Phase," issued recently by the National Industrial Conference Board.

The vital principle of workmen's compensation is clearly set forth, viz., "the substitution of a definite and certain measure of relief for the former uncertainties of redress through litigation." Workmen's compensation supplants the old system by which expensive and tedious litigation was necessary to prove who was at fault for each industrial accident; the new system provides a workable plan by which limited but certain wage payments are promptly made to injured employees, no matter who is at fault. The new method ignores the question of fault of any one except where it is clearly wilful, and classes industrial accidents as necessarily incidental to industrial activity. Compensation acts thus aim to meet a public necessity, not to redress a private wrong. The report commends the new principle as in line with the best conceptions of equitable industrial relationships.

Thirty-seven States and four Territories of the United States now have compensation laws, and a Federal Compensation Act for civilian employees was adopted in September, 1916. The compensation principle now applies to more than two-thirds of the wage-earners in the United States.

The laws of the various States reveal curious and glaring inconsistencies. West Virginia, Michigan and California exclude traveling salesmen from compensation benefits; Minnesota includes them only if employed by a Minnesota employer; New Jersey includes them while in the State, even though they are not residents. Domestics and casual laborers are usually excluded. In numerous industries, particularly agriculture, compensation acts do not apply to the small employer; the effect of this is to exclude a considerable proportion of the country's workers from the benefits of these acts. Agricultural labor is specifically included under compensation legislation by only one State, New Jersey; in twenty-three States it is specifically excluded.

In eight States workmen's compensation acts are compulsory upon the employer. In twenty-four States he has an election, but if he does not accept, he must forfeit some or all of his common law defenses in any action brought by or in behalf of his injured employee. In twenty-three of these twenty-four States the employee likewise has an option; in Texas, he is bound by his employer's choice. In fifteen States acceptance by both employer and employee is presumed unless either definitely rejects; in several States there must be a formal notice of acceptance.

In twenty-five States the employer affected by compensation acts must either insure his liability or demonstrate his financial capacity for self-insurance. In several States contribution to a State insurance fund is obligatory.

Classification of "hazardous" occupations is very uncertain in the various acts. Although private insurance experience shows many forms of agricultural employment to be more dangerous than mechanical trades, agriculture is nowhere designated by compensation acts as a "dangerous" or "hazardous" occupation.

Another source of conflict lies in the significance given to the term "accident." In the English compensation act, largely used as a basis for American legislation, the liability is expressed by the phrase "personal injury by accident arising out of and in the course of employment." In the compensation acts of fourteen States this language is followed identically; in others, the words "by accident" are omitted, thus broadening the liability; in some cases, the words "out of" are also omitted, further extending the liability to cover injuries received in the course of employment, although the occupation had no direct connection with the injury. The Ohio cmfwyp cmfwyp shrdlu cmfwypmfw injury. For instance, the Ohio Industrial Commission awarded compensation to the dependents of a stenographer because, while taking dictation from her employer, she was murdered by a jealous suitor; the New York Industrial Commission awarded compensation for the death of a street railway process-server from gangrenous diabetes alleged to have resulted from having his toes trodden upon by a fellow-passenger in a street railway car of the company which employed him.

In this country "occupational diseases," as a rule, are not included under the term "accident" in workmen's compensation acts, but in the administration of these acts an increasing tendency to include many forms of diseases contracted during employment is evident.

The decisions of the Supreme Court of the United States in three important cases involving workmen's compensation acts are carefully analyzed in the report. These have afforded a searching legal test of the fundamental principle involved. As a result it is concluded that "the general powers of a State to enact compensation legislation are no longer open to question." The Supreme Court of the United States also has maintained the power of a State to compel contributions by employers to a State accident fund.

The board ascribes the dissimilarities partly to wrong conceptions of the underlying principle of workmen's compensation, but more largely to the influence set up by local tradition, local phraseology, varied political and social conditions and, in some States, to constitutional limitations.

Several important constructive suggestions are submitted:

First.—That the various States, in order to reduce existing conflict and uncertainty, immediately undertake to establish a permanent, scientific and uniform system of compiling accident statistics. This would be a great step toward determining definite standards of liability and equitable compensation rates, and would enable legislators to judge the real hazards of various occupations and "permit the just extension of the compensation principle to many workers now arbitrarily excluded from its terms."

Second.—Clear distinction in statutes between the terms "occupational disease," "accident" and "injury."

Third.—Direct settlement of claims between employer and employee, the interests of the employee to be properly safeguarded.

Fourth.—An exclusively compulsory system of compensation is endorsed on the ground that it would eliminate many technical uncertainties.—"American Industries."

THE REVENUE BILL TAXES

WHAT will Congress do to recoup the losses of revenue that will be sustained if the provisions grafted on to the food bill for the purchase of all the whiskey in bond at the time of the passage of the bill are accepted, is one of the main topics of discussion among the business men who come to Washington. Some time ago the Treasury Department ascertained that there were 232,000,000 gallons of distilled spirits in bond. Taking these figures, if the country is to lose the $2.20 per gallon tax that would be provided under the proposed new revenue law, there would be a drop of $510,400,000. Added to this would be the cost of the liquor. It is thought that this might reach an average of $1.50 per gallon, roughly speaking, and there would result the need for the expenditure of $348,000,000 in buying this in for the use of the Government. This makes a total of $858,400,000. "What will this mean?" is what the business men are asking.

The war revenue bill as it left the Senate Finance Committee to be presented to the Senate and later returned to the committee to be revamped in the event that the Smoot amendment providing for the Government purchase of this vast amount of whiskey is retained, amounts to $1,670,000,000. It would mean that the Senate would have to make up additional taxes to furnish approximately 50 per cent. of this amount. How the Senate is going to do this is a problem.

The Senate, through its various maneuvers and filibusters, has gotten the food bill into such a mess, the leaders say, that it will be very difficult, if it will be possible at all, to get the measure into such shape as to save this money to the Government. The manufacture of whiskey in any event is doomed. What Congress wants to do is to knock out the Smoot amendment and permit of the commandeering of such quantities of spirits as may be needed for redistillation to secure the alcohol to be used in the manufacture of high explosives and other war commodities. This will have to be done in conference and all guns will be turned on that source. Apparently the Senate Finance Committee believes that the conferees of the House and Senate will realize what the situation really is and will take the necessary steps to remedy it. With this in mind no meetings of the committee have been called. On the other hand, members of Congress, it is said, are very apprehensive because they do not know what will happen if the Finance Committee has to revamp the measure. All sorts of special interests will be hit and some of these will be in their own districts.

Representing as it does nearly a billion dollar loss, Congress will go to most any end to save the commercial interests of the country from the results of reactional measures.

It is very interesting to note how the $1,670,000,000 to be raised by the revenue bill is made up. The table is as follows:

Incomes	$532,000,000
Excess profits	523,000,000
Distilled spirits	105,000,000
Rectified spirits	5,000,000
Fermented liquors	38,000,000
Wines, liquors and cordials	6,000,000
Soft drinks and syrups	11,000,000
Cigars	10,000,000
Cigarettes	28,000,000
Tobacco	25,000,000
Snuff	1,500,000
Cigarette papers	100,000
Transportation—	
Freight	77,500,000
Express, including parcel post	18,000,000
Passenger fares	37,500,000
Pipe lines	4,500,000
Seats and berths in trains and ships	2,250,000
Telegraph and telephone messages	7,000,000
Profits tax on periodicals to supplement second class rates	7,500,000
Automobiles	40,000,000
Sporting goods	800,000
Pleasure boats	500,000
Perfumes, cosmetics, etc.	1,900,000
Proprietary medicines	3,400,000
Cameras	500,000
Admissions	23,000,000
Stamp taxes	30,000,000
Excise tax on tea, coffee, sugar and cocoa	86,000,000
Tax on Virgin Island products	20,000
First class mail	50,000,000
Second class mail	3,000,000

C. L. L.

Utilizing Empty Cans

The municipality of Hornsey, England, has devised a practicable and profitable method of utilizing the empty tins that form a part of the refuse brought to the dust destructor, writes a representative of the Canadian Department of Trade and Commerce. An important advantage of the process seems to be that it can be carried on with very little additional expense by municipalities that maintain an incinerator for the destruction of waste material. Its chief feature is a special furnace for the treatment of waste tin by gases, which can be added to the existing plant and worked in conjunction therewith, with only a trifling additional outlay in fuel and labor.

The writer states that while "detinning," "desoldering" and "baling" are not new, the novelty in the process adopted in the district of Hornsey is that the detinning—that is, burning the tin off the steel—is done by means of heat from waste flue gases on their passage from the furnace to the chimney, thereby reducing the cost of a separate and specially fired furnace. As adopted by the Hornsey town council the process involved only a comparatively nominal capital outlay (under £200), the hydraulic pressure being already installed at the works in connection with other machinery.

The process is protected by patent in England and rights are being taken out for foreign countries, including Canada.

Trade Jottings

Harry I. Bobrow, of Bobrow Brothers, has recently purchased the residence at 630 West Cliveden Avenue, Germantown, Pa.

Fring Brothers, well-known Philadelphia jobbers and distributors, have opened a wholesale and retail cigar and tobacco store on the main street of Pemberton, N. J. This town is about five miles from the army canton at Wrightstown, N. J.

G. O. Tuck & Company, one of the largest dealers and exporters of domestic leaf in the United States, has recently incorporated with a capital stock of $460,000. The incorporators include G. O. Tuck, Louisville, Ky., and J. M. Edmunds, Danville, Va.

St. Paul, Minn., women are urging tobaccoless days, as well as meatless and wheatless days. In view of the fact that tobacco contributes about $100,000,000 annually in revenue in normal times and is being asked under the new war bill for about $60,000,000 additional, the use of tobacco ought to be encouraged.

American Cigar Best Smoke He Ever Had, Says "Tommy"

When Bayard Kraft, son of Prosecutor William J. Kraft, of Camden, N. J., sailed away for France with Pennsylvania Base Hospital Unit No. 10, he was presented with a box of fine cigars.

An English Tommy, who had just left the hospital where young Kraft is attached, was given one of the cigars, and the soldier appreciated it so much that he sent him a German sabre, helmet, a pair of shoulder straps, a silver ring, a silver belt buckle and several other articles he had captured in battle. Inside the huge package was a note which explained briefly that the articles were in "appreciation of the American cigar. It was the best smoke I ever had."

Mr. Kraft wrote this to his father in a letter recently received by him. The articles will be sent home to Kraft's young bride.

The Life of Cigarette Machinery

Such is the insatiable demand for cigarettes by our armies that all the available cigarette manufacturing machinery in the country is unable to fully meet it—although in many cases the machines are run both day and night. This, in itself, is bad for the machines, but when, as is the case, a room full of machinery is entirely worked by female labor with, at most, one man, it is impossible for the machines to receive anything like necessary attention. The wastage in cigarettes has also largely increased. The attitude of the army authorities in their urgent orders for cigarettes indicate how essential they regard an adequate supply for the troops. This entails as a corollary that cigarette manufacture has become a national service, and similarly the production of cigarette machinery. Cigarette factories engaged on this war work are entitled to consideration by the recruiting authorities.—"Tobacco" (London).

Dayton Man Invents Stripping Machine

Articles of incorporation have been filed with the Secretary of State of Ohio for the Perfect Tobacco Stemming Machine Company, of Dayton, Ohio, with a capital stock of $25,000. John T. McCloskey, of the New Troy Pike, inventor and patentee of the machine, is named as principal incorporator. Others interested are Leo Weger, John Mensel, Elmer Burdig and W. W. Price.

The new machine, declared to be the only one doing the same work and built on the same principle now on the market, is intended to separate the leaves and stems of tobacco, commonly known as stripping.

Summer Time Is Pipe Time

There are more pipes sold during the summer than at other seasons. This is because so many smokers who stick to cigars or cigarettes when at home, generally like to take a pipe with them on their summer outings, particularly if they are going to the country, or on yachting or motor boating trips.

There is something about a trip on the water that makes a pipe seem far more appropriate than cigars or cigarettes, and the pipe seems to fit in well with bungalow life.

The up-to-date cigar store clerk should be prepared not only to talk pipes, but smoking tobaccos as well. He should see to it that he is thoroughly posted on granulated tobaccos, cut plugs, long cuts, cube cuts, and mixtures, and, incidentally, he should not fail to suggest the desirability and convenience of tobacco pouches. Every pipe sale should be supplemented by the sale of a supply of smoking tobacco, and in many cases by the sale of a tobacco pouch.—"Tobacco."

FOR THE SAKE OF THE DEALER

AS the months go by there is a constantly growing interest on the part of the manufacturers in the success of the dealer. One by one firms that have never used newspaper or magazine space to advertise their product are falling into line. The enormous influence exerted on the smoking public by this publicity cannot be stated in definite terms without analysis, but it is sufficient to say that every campaign brings a heavy increase in consumer sales.

The campaign of the Tobacco Merchants' Association for better prices is awakening the dealers of the country as never before. They are realizing the fact that co-operation has a very definite meaning, that the trade papers of the industry are a very vital part of their existence, that above all they must keep in touch with the developments in the tobacco field.

It is also important that the dealers of the country should know exactly what the manufacturers are doing in the way of advertising to the consumer, which directly affects the sales of the dealer. That the dealers may be informed as to the consumer advertising in the more prominent national magazines, the brands and the amount of space used in the August magazines are set forth here in part:

American

Tuxedo (cigarette and pipe tobacco), one page.
Lucky Strike (cigarettes), one page.
Bull Durham (cigarette and pipe tobacco), one page.
Chesterfield (cigarettes), one page.

Argosy

Bull Durham (cigarette and pipe tobacco), one page.
Chesterfield (cigarettes), one page.

Collier's Weekly (July 28th issue)

Bull Durham (cigarette and pipe tobacco), three-quarters page.

Cosmopolitan

Lucky Strike (cigarettes), one page.
Fatima (cigarettes), one page.
Velvet (cigarettes and pipe tobacco), two-thirds page.

Everybody's

Chesterfield (cigarettes), one page.

Life (July 26th issue)

Egyptian Deities (cigarettes), one-quarter page.
Bull Durham (cigarette and pipe tobacco), one page.

McClure's

John Ruskin (cigar), one-eighth page.
Fatima (cigarettes), one page.
Lucky Strike (cigarettes), one page.

Metropolitan

Fatima (cigarettes), back cover.
Lucky Strike (cigarettes), one page.
Tuxedo (cigarette and pipe tobacco), one-half page.
Bull Durham (cigarette and pipe tobacco), one-half page.
John Ruskin (cigar), one-eighth page.

New Republic

Fatima (cigarettes), back cover.

Review of Reviews

Fatima (cigarettes), one page.
Murad (cigarettes), inside cover.
Richmond Straight Cuts (cigarettes), one page.
Velvet (cigarette and pipe tobacco), one page.

Saturday Evening Post (July 28th issue)

Harmony (cigarette and pipe tobacco), one-quarter page.
Edgeworth (cigarette and pipe tobacco), one-quarter page.

CROP REPORT, JULY 1

This year's tobacco crop in the United States will be a large one, according to the present outlook as reported by the Department of Agriculture. The acreage is larger than last year. The condition is better than the average condition in July of the past ten years. The indicated yield per acre is far better than last year or than the average for 1911-1915, and the production forecasted by the department is far in excess of last year's crop or those of any of the preceding five years.

The acreage planted in the crop this year is reported 100.5 per cent. of the acreage in last year's crop, the preliminary report indicating that 1,418,400 acres are planted in tobacco this month. The condition of the crop is reported as 86.8 per cent., compared with 87.6 per cent. on July 1, 1916, and 82.5 per cent. on the average for ten years.

The total production will be, according to the present estimate, 1,215,000,000 pounds, as compared with 1,151,000,000 pounds produced last year. The estimated yield per acre this year will be 856.8 pounds, compared to 815 pounds last year and 788 pounds average during 1911-1915.

State.	Average. P. c. of 1916. P. c.	Tobacco. Condition, July 1. Total 1917. Acres.	1917. P. ct.	10-yr. aver. P. ct.	Forecast 1917 from condition. Pounds.	December estimate, 1916. Pounds.
Maine				91	166,000	165,000
New Hampshire	100	100	90	92	142,000	160,000
Vermont	100	100	80	92	11,825,000	12,118,000
Massachusetts	100	7,300	91			
Rhode Island				93	35,354,000	36,186,000
Connecticut	100	22,200	91	91	4,039,000	4,551,000
New York	93	3,400	88			
New Jersey				88	59,436,000	49,096,000
Pennsylvania	115	41,500	93			
Delaware				86	22,136,000	19,635,000
Maryland	112	28,600	90	83	142,170,000	129,200,000
Virginia	95	180,500	89	84	9,546,000	12,690,000
West Virginia	80	11,300	88	78	207,821,000	176,000,000
North Carolina	99	316,800	82	80	52,132,000	20,280,000
South Carolina	175	68,200	84			
Georgia	125	1,600	81	89	1,426,000	1,534,000
Florida	125	3,100	81	90	2,762,000	3,025,000
Ohio	106	106,000	87	85	98,675,000	95,000,000
Indiana	100	14,800	86	83	13,364,000	13,764,000
Illinois	95	700	90	85	592,000	525,000
Michigan						
Wisconsin	110	48,300	85	91	52,961,000	55,753,000
Minnesota						
Iowa						
Missouri	95	3,000	82	82	2,870,000	3,040,000
North Dakota						
South Dakota						
Nebraska						
Kansas						
Kentucky	96	464,600	89			
Tennessee	93	95,000	80	81	425,899,000	435,600,000
Alabama	100	200	88	81	71,440,000	81,760,000
Mississippi				82	132,000	60,000
Louisiana	300	600	60			
Texas	100	200	80	86	202,000	90,000
Oklahoma				82	128,000	140,000
Arkansas	66	300	82			
Montana				83	187,000	250,000
Wyoming						
Colorado						
New Mexico						
Arizona						
Utah						
Nevada						
Idaho						
Washington						
Oregon						
California						
United States	100.5	1,418,400	86.8	82.5	1,215,315,000	1,150,622,000

Canadian Leaf Used

The following table shows the amount of Canadian leaf taken for use in tobacco and cigar factories for the—

Year	Tobacco Factories, pounds.	Cigar Factories, pounds.	Total pounds.
1909-10	7,383,786	740,276	8,124,062
1910-11	7,263,475	672,279	7,935,754
1911-12	7,386,406	766,034	8,152,440
1912-13	8,691,391	972,528	9,663,919
1913-14	9,815,126	1,033,259	10,848,385
1914-15	9,022,371	810,168	9,832,539
1915-16	8,154,471	851,661	9,006,132
1916-17	7,912,756	801,736	8,714,492

Leaf Tobacco Held by Manufacturers and Dealers

These statistics represent for dealers in and manufacturers of tobacco other than the original growers: (1) The quantity of leaf tobacco reported as held by manufacturers who, according to the returns of the Commissioner of Internal Revenue, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes, and by dealers in or manufacturers of leaf tobacco who, on an average, had more than 50,000 pounds of leaf tobacco in stock at the end of the four quarters of the preceding calendar year; (2) all imported leaf tobacco in United States bonded warehouses and bonded manufacturing warehouses.

Types.	Pounds of Leaf Tobacco on Hand. July 1, 1917.	April 1, 1917.
Aggregate*	1,266,778,903	1,406,133,573
Chewing, smoking, snuff, and export types: Total	914,445,262	1,044,431,775
Burley	274,030,944	323,191,432
Dark Dist. of Ky. and Tenn.: Total	317,930,925	347,732,143
Dark fired of Clarksville, Hopkinsville, and Paducah Dists.	210,024,010	219,285,905
Henderson	18,432,275	19,008,080
Green River	58,947,258	65,321,153
One Sucker	30,527,382	44,117,005
Virginia Sun Cured	7,158,062	9,168,844
Virginia Dark	48,364,807	55,026,657
Bright Yellow Dist. of Va., N. C. and S. C.	253,435,528	297,701,301
Maryland	11,092,282	9,050,470
Eastern Ohio Export	2,080,882	1,947,015
All other domestic, including Perique-Louisiana	351,832	613,913
Cigar types: Total	304,502,874	312,470,336
New England, including Conn. Total	64,632,162	61,598,062
Broadleaf	30,252,725	28,619,683
Havana seed	30,797,087	29,515,296
Shade grown	3,582,350	3,463,083
New York	2,881,891	3,634,216
Pennsylvania	87,922,326	90,751,312
Ohio	74,924,428	84,505,282
Wisconsin	66,877,125	62,591,617
Georgia and Florida	4,370,717	5,459,062
Porto Rico	2,479,820	3,493,808
All other domestic	414,405	436,977
Imported types	47,830,767	49,231,462

*Leaf tobacco on hand July 1, 1917, includes 794,178,732 pounds, for which the "Marked weight" was reported (i. e., weight at time it was packed or baled), and 472,600,171 pounds, for which the "Actual weight" was reported. The corresponding amounts included for April 1, 1917, were 892,415,653 and 513,717,920 pounds, respectively; for January 1, 1917, 632,550,784 and 412,334,324 pounds, respectively, and for October 1, 1916, 621,038,539 and 411,980,176 pounds, respectively. Allowance should be made for shrinkage on the amounts for which "Marked weight" was reported, in order to ascertain the actual weight. The total for July 1, 1917, includes 1,141,678,287 pounds of unstemmed, and 125,100,616 pounds of stemmed leaf tobacco.

The new cigar factory of Haas Brothers, at Second and Locust Streets, Evansville, Ind., will employ about 700 hands when completed. This will about double the present capacity.

Jacksonville Cigar Men Applaud Movement for Higher Retail Prices

UNQUALIFIED endorsement has been given the campaign for better prices by the retail dealers of Jacksonville, and the sentiments of all are expressed as heartily in favor of the re-standardizing of prices to eliminate the cut-rate evil. Since the big campaign along this line has been launched by the Tobacco Merchants' Association, and a committee appointed to carry out the work in Jacksonville, a wave of enthusiasm has spread over the trade in this city.

"We are the people who have to suffer from the high prices, if the consumer is not made to pay for the value of the goods he receives," said J. W. Davidson, owner of the Forsyth Cigar Company, one of the largest retail stores in Jacksonville, which has a score or more branches throughout the city. Continuing, Mr. Davidson said: "So far it has been impossible for any one retailer to raise the price of his stock, and it was not until concerted action was taken by the Tobacco Merchants' Association that we realized we must follow in their lead here in Jacksonville and raise the price of the goods to the consumer in proportion to the raise which we have had to undergo."

Fred Brooks, one of the largest wholesalers here, expressed himself in favor of the plan. "From the standpoint of the wholesaler in Jacksonville, I find that heretofore there has been no standard price, and that the jobbers here have been cutting prices so close they are not making their own profit, and in some instances have been selling under the prices they paid."

Mr. Brooks also operates several retail stores, and he says that it will be the salvation of the trade if price-cutting is stopped and a re-standardizing of prices is effected. "The retailer has had to bear the brunt of the high prices so far, and unless there is some such action as proposed by the Tobacco Merchants' Association, the retailers will have to go out of business.

Thomas Clark, proprietor of Clark's Pharmacy, one of the committeemen for Jacksonville, when interviewed stated that he was barely clearing expenses under existing conditions. "At the price we retailers have to pay for goods we barely make 25 per cent., and fully 23 per cent. of this goes for operating expenses. The prices will have to be raised on the consumer if the retailer makes any profit at all, with the prospect of still higher prices for tobaccos in sight.

"I barely clear two per cent. profit from week to week, and I carry on my business merely because it is so well established that I cannot afford to allow it to lag. I have received a letter from the Tobacco Merchants' Association and I will join their association. If all of the dealers in Jacksonville will combine and raise the prices it will be a great day for the trade."

E. A. Sharp, of the Terminal Pharmacy, one of the biggest retailers in the city, states that his experience with the traveling public, to which he caters almost exclusively, is that a man does not mind the extra pennies and that they have their change. "I will be glad to co-operate in any way to raise the price of the commodities if the merchants of this city will organize and stand as one. In fact I will have to raise my prices and take my chances, regardless of the action of the others. I find the public will patronize you despite the extra money."

"The only salvation of the retailer," says W. L. Benton, of McNeil's Drug Store, "will be to raise the prices in the proportion which they have been raised on us."

"If it was not for the fact that my business is one which almost demands that I should handle cigars and tobaccos, I would not bother with them for the money there is in it. I just break even and that is all. If the prices are raised a cent more I will lose unless the concerted effort proposed is carried forward to a successful terminus," he concluded.

C. M. Lewis, president of the C. M. Lewis Company, largest jobbers in the city, having a large trade in North Florida, stated that better prices have been needed for the past year, as there has been a steady rise to the jobber from the manufacturer, and that this increase had to be paid for by the retailer if not by the consumer. "The consumer has been getting the same prices since tobacco has increased in price as before the prices advanced.

"One of the greatest troubles in this territory is lack of co-operation, and I am certainly glad to see the movement started in Jacksonville and throughout the country. I will lend all of my support to the movement, for it is a good one," said Mr. Lewis.

"The movement will succeed, and I do not think the demand for cigars will fall off in the least. The public generally realizes that there must be some raise in prices, and I have confidence that the business will be just as good," said H. D. Withers, of the Withers' Drug Store. "It is one of the best moves that the Tobacco Merchants' Association could possibly have made in my opinion," he continued.

"Although I expect a slight decrease in the trade as soon as the advance goes into effect," said G. R. Paschal, of Paschal's Pharmacy, of the committee for better prices, "I do not think there will be an appreciable decrease of a permanent nature. Of course, some people will resort to cheaper forms of tobacco, but as a whole there is more money in circulation now than ever before, and I believe the trade will continue along progressive lines with more profit and better service for all. At present the retailer cannot be satisfied, because he is not breaking even, much less making a profit. We have to pay four cents for five-cent goods, and just as great a percentage on all other grades," he concluded.

The trade as a whole seems greatly in favor over the proposed banding together and inauguration of higher prices. Cards are being received here, showing prices obtaining in other cities and these lists are being displayed. The greatest rise seems to be on cigarettes, while a steady rise has been seen in tobacco in general. These cards with price lists are read with interest by all the trade.

M. J. M.

Oshkosh Gets $355 From Cigarette Licenses

One of the small sources of revenue for the city treasury of Oshkosh, Wis., is derived from the issuance of licenses required by a State law for the sale of cigarettes, cigarette paper and cigarette wrappers. These licenses are issued annually for the twelve months beginning July 1, and cost five dollars each. Up to date City Clerk Witzel has issued seventy-one such cigarette licenses, which added $355 to the revenues of the city.

AN INDUSTRIAL DEMOCRACY

THE plan of Wm. Demuth & Company, the manufacturers of the famous "Wellington" and "WDC" pipes, to operate their factory as an "industrial democracy," is attracting widespread attention in manufacturing circles, and the success of the plan thus far indicates that this is only the beginning for other "industrial democracies."

The Demuth factories at Brooklyn Manor, where more than seven hundred men and women are employed, are no longer conducted by dictation and the enforcement of set rules made by the company itself, but instead three bodies, the Cabinet, Senate and House of Representatives, are invested with governing powers.

The Cabinet consists of Mr. Demuth and Mr. Leith, and the executives of the company, including the office and factory managers.

The Senate, which has a membership of about thirty, is composed of the heads of the various departments of the factories and warehouses.

The House of Representatives with the same membership includes elected representatives of the men and girls in the different departments of the factory.

These bodies have meetings every week during business hours. The employees are encouraged to bring in suitable suggestions for the improvement of operating conditions, machinery or in fact anything bearing upon the welfare of the firm or themselves.

Such suggestions are carefully passed upon by the Suggestion Committee, composed of members from the three governing bodies, and the authors of feasible proposals are rewarded, according to their merit, with money prizes.

Besides their weekly wages the employees are now receiving a dividend every two weeks of 9½ per cent. of two weeks of their earnings. This dividend is based on the total efficiency rendered in work well and intelligently done.

Since this new system has been inaugurated a great feeling of helpful co-operation and intense interest in their work has been manifested by all the employees, and it seems to be guided by the one aim to maintain not only the reputation, but the character of serving best and serving most.

Employer as well as employee find that they have taken a very important step in "industrial democracy," and are much pleased with the results which have produced better conditions and better earnings for all concerned.

The Wm. Demuth Company are demonstrating that people in a factory can and should be contented and happy: that they enjoy their work, if the work is made interesting to them; that they can be paid something more than wages when they produce good merchandise; that quality is of first importance and that the mad rush for quantity and "speeding up" is frequently the cause of bad business, and so defeats itself.

The capstone for their business policy is service. The employees are learning that the only sure and sound construction of success of the individual and the institution depends upon the quality and quantity of service rendered.

Justice, co-operation, economy and energy are the four cornerstones upon which this sound business policy of Wm. Demuth & Company is founded, realizing that business rests upon right principle rather than personalty. A few extracts from their typewritten business policy are shown below.

"Justice is the greatest good, injustice the greatest evil in business, as well as in public or in private life. A square deal between employer and employee and between manufacturer and consumer is absolutely essential for success.

"The greatest waste of business is the unused brains of employees sadly dormant on account of lack of interest in their respective duties. Let each man or woman understand that his or her work forms an important link of the great chain—that their co-operation is necessary in order to accomplish the greater results, both for the individual and for the institution. Business without co-operation is like sound without harmony.

"True economy does not lie in the saving of a few pounds of material, but in the faithful conservation and application of human resources. As each minute is a full unit in each hour, and each hour a full unit in each day, so each well-spent unit of thought and action makes for final success.

"Energy directed toward sound and vigorous construction leaves no room for destruction and reduces all forms of waste and resistance. Energy is the power back of action and when it is wisely and sanely directed it pays dividends."

The Wm. Demuth Company are making an organization of which they are justly proud—it is teaching the principles of American citizenship in a most practical way.

Such sound organization helps America make true Americans, help business make good goods, and employees to make better wages.

Compensation in Custom Frauds Limited to $5000

Comptroller of the Treasury Warwick, at Washington, has ruled that the compensation to informers in customs fraud cases shall be limited to $5000 in any one case. This decision has been published by the Treasury Department for the information of customs officers. In his decision Comptroller Warwick said:

"The evident purpose of this law was to fix the compensation to be paid to the informer for furnishing the information. The value of the service to the Government is just as great when the entire amount recovered as the result of the information is recovered in one action and from one individual as when recovered by numerous actions and from different individuals. That Congress in fixing the maximum compensation to be paid in any case had reference to the total payment to be made for the information furnished in any case, regardless of the number of actions or different recoveries that might arise as a result of such information, I think there can be no room for reasonable doubt. The service for which the compensation is paid is rendered when the information is furnished, and it was clearly the intent of the law to fix a maximum compensation to be paid for any such service.

"There can be neither reason nor justice in allowing an informer $25,000 for information that led to the recovery of $20,000 in each of five different actions in one case, and in allowing only $5000 to another informer for like information that led to the recovery of $100,000 in a single case."

Bobrow Brothers Entertain Employees at Atlantic City

Bobrow Brothers, manufacturers of the famous "Bold" and well-known "Topic" cigars, acted as hosts to about three hundred and fifty of their employees on Friday last, when they took them to Atlantic City on a special train and gave them an outing at the seashore resort. The employees bathed, danced and took in many of the amusements along the Boardwalk, and Bobrow Brothers paid the bill. The special train went out over the Reading at 7.00 A. M. A. M. Schwarz, manager of the advertising department, and Harry Tabakin, factory superintendent, had charge of the affair.

HAVANA LETTER

Havana Office: Perseverancia 8
Carlos Wintzer, Representative

Havana, July 23, 1917.

DESPITE the high prices prevailing, the past fortnight has witnessed quite a number of sales, and so far as one can gather from the present state of affairs, there is every reason to believe that business will continue satisfactory. It seems as though buyers are beginning to realize that this year's crop has been a very costly one and that the high prices asked for tobacco are the result of the hard times the packers had to overcome during the harvesting of the crop, both the unfavorable weather and the recent revolution created for them as critical and serious a position as they ever before experienced.

All packings in the Partido district are now in full swing and tobacco from this district is constantly coming in. A large quantity of the Rezago classes have arrived, for which packers are asking from $170 to $210 per bale, and for Banco classes approximately $75 quintal is asked. It is a well-known fact that the best tobacco always comes in first, and after this is sold the inferior goods usually obtain the same prices as was paid for what was sold previously, and for this reason we cannot understand why many dealers and manufacturers of the United States have delayed their annual trip to our market. The tobacco that has so far reached this market is of an excellent type, and we are pleased to note that there is no falling off in the demand for this class of tobacco. Packers are now confident that they will come out all right in their investment, and the best proof of this statement is that they will not sell the Rezago grades separately, but buyers having to accept all the grades from Rezago 6a down.

A very limited amount of tobacco from the Vuelta Abajo district has reached Havana. Most all packings were delayed on account of the extreme dry weather which we had during April and May, and at a later date, the packings were interrupted on account of labor conditions. From every report we are able to gather, due to the large quantity of tobacco that this district will produce, it is probable that prices will be lower than those of last year.

Practically no new tobacco has arrived from Remedios, only a few sample lots being received by certain local firms. Many packings have only opened during the last week. The crop from this section will show much the same as that of 1916, and only a limited amount of Sextas and Octavas will be produced, and as unusually high prices have been paid for the tobacco in "Matules," it is evident that high prices will be asked for all classes produced from this region. From this district there is not a single bale left in the market of old tobacco, as during the past fortnight all the Third Capaduras which had not yet been sold, were disposed of. Some, of course, did not amount to a very large quantity, which was held over until now on account of the high prices at which they were being offered. Leon y Delgado sold about 1000 bales; Peso & Company disposed of approximately 500; Ruperto Leon sold a few bales, and Herrera, Calmet & Company, sold out over a hundred bales they had been holding for some time.

A prominent packer of Remedios tobacco, who has a packing in Santa Clara and packs a large quantity of tobacco in Manicaragua, in all very close to 4000 bales, insists that this year's crop of Remedios will not reach 120,000 bales of all grades in the Santa Clara province. He has taken the trouble to estimate by sections, which he has covered himself on horseback, the different quantities that each section will produce which is as follows:

Santa Clara,	18,000	bales
Camajuani,	10,500	"
Placetas,	14,000	"
Sancti Spiritus,	8,000	"
Cabaiguan and Guayos,	6,000	"
Manicaragua,	7,000	"
Yaguajay,	2,000	"
Esperanza,	2,000	"
Mayajigua,	1,000	"
Jicotea,	1,000	"
Moron,	2,000	"
Remedios,	3,000	"
Ranchuelo,	2,000	"
Majagua,	500	"
Fomento,	1,000	"
Vueltas and La Quinta,	3,500	"
Campo de Cabaiguan y Guayos,	5,000	"
Campo de Zaza,	20,000	"
Encrucijada,	2,000	"
Other small sections,	6,000	"
Total,	114,500	"

All the factories report to be well booked up with orders.

Thirty-two dollars a bale has been paid for freight on tobacco to Buenos Aires, and according to a report the rate has been raised to $37 a bale. This seems prohibitive.

Buyers who arrived at Havana during the last two weeks were:

From Tampa: Angel L. Cuesta, of Cuesta, Rey & Company.

From New York: Max Maier, successor to A. Blumlein & Company.

The sales during the fortnight totaled 1522 bales, divided as follows: Vuelta Abajo and Semi Vuelta, 101; Partido, 366, and Remedios, 1055.

Buyers of the above were: America, 213; exporters to South America, 989, and our local manufacturers of cigars and cigarettes, 320.

Joe Diaz, president of the Preferred Havana Tobacco Company, left this week homeward. In speaking with this manufacturer, he stated that he had paid $887 freight on 87,000 cigars shipped to Australia and South America. This means that freight to these countries is now on the average of $10 per thousand cigars.

August Kuttnauer, of Rothschild's Sons & Company, sailed for home last week, making only a short stay here.

Ramon Alvarez Fernandez has issued a circular to the trade, notifying the appointment of Manuel R. Rodriguez to represent him as power of attorney.

Sr. Facundo Arguelles, of Arguelles, Lopez & Brother, was seen on the street for the first time after fifteen days. He has been laid up with a serious attack of la grippe, and is now slowly recovering.

Ernest Ellinger, Dave Goldberg, Max Maier and A. Friedman, all left last Saturday on the steamship "Olivette."

Francisco Bolano is expected in Havana this week from Chicago.

Oretaniv.

WOULD ADD TOBACCO TO RATIONS

(From Our Washington Bureau)

UNDER bills recently introduced into Congress the rations of men in the army, navy and marine corps would be increased by the addition of smoking or chewing tobacco. Under the terms of the bills the men would be allotted not more than sixteen ounces per month.

The bill providing tobacco for men in the army was introduced by Representative Gould, of New York. The measure was drafted as a result of a visit to him of a number of National Guardsmen from his home town, who stopped off in Washington when they were returning from the border.

Before the men left several Congressmen and their secretaries made a fund with which they bought tobacco and cigarette papers, which they presented to them. The gift was highly appreciated by the men, and realizing the pleasure that it gave them, Representative Gould thought it would be a very good idea to furnish smoking and chewing tobacco as part of the regular rations of the army, navy and marine corps.

He took occasion to look the matter up, and found that at one time tobacco was included as part of the regular rations, and that purchasing officers of the Government at the present time can buy it and resell it to officers and enlisted men. The question naturally arose that, if they could sell tobacco to men, why could it not be given to them?

Representative Gould, in presenting the measure to the House, declared that, in his opinion, its passage would be a good thing for all concerned and, while the cost of the tobacco would mount up, for an army of almost a million men, the expense would be more than offset by the pleasure that would be derived by the men and would also have the effect of increasing the contentment of the men under adverse conditions.

Tobacco, among the armies of the European warring nations, is a very important item and has done more than any other one thing, it is believed, to enable the men to stand the almost unbearable conditions that prevail along the front. With our men soon to be living and fighting under similar conditions, anything that will help alleviate the hardships they must undergo will be most welcome.

The bills have been referred to the committees on military and naval affairs, respectively, and those committees have requested the Secretaries of War and the Navy to let them have their views upon this question. What sort of a report—favorable or otherwise—will be rendered depends almost entirely upon the recommendations of the Secretaries.

The heavy French duties on tobaccos imported into that country have brought up a very serious question—that of the manner in which tobacco for our troops in the field will enter the country.

As tobacco is a French monopoly, the government has placed prohibitive import duties on it; ordinary tobacco is taxed $2 a pound, Turkish tobacco $4 a pound, while cigars and cigarettes are taxed $8 a pound. Of course, such rates cannot well be paid by persons desiring to send tobacco to friends and relatives in the army, while persons wishing to do a little philanthropic work by sending tobacco abroad could not well pay the duty on, say, fifty or a hundred pounds.

This is a matter which will probably have to be taken up with the French government by the State Department, in an effort to make arrangements whereby the War Department can secure the entry into France free of duty of tobacco and its manufactured products intended for the use of the army.

It is probable that under no circumstances will individuals in this country be able to ship, duty free, to any certain soldier in France. Such shipments will undoubtedly be subject to the regular tax. But if tobacco is sent abroad by individuals, addressed to hospitals in the field and intended for distribution by the hospital authorities, it will probably be allowed in under any rule that may be made for the free entry of tobacco for the army. Tobacco addressed to French soldiers will also have to pay duty.

It is possible, of course, that the French government, noting the movement of tobacco will, on its own initiative, take down the duty bars, but otherwise the State Department, no doubt, will take the matter up with the proper French authorities, and there will probably be no trouble in arranging the matter.

Lancaster County May Pack 75,000 Cases

The Havana seed tobacco of Lancaster County was topped during the last week, as was some of the early planted Pennsylvania broadleaf. Not in many years has a crop presented as promising an appearance at this stage of its growth, a fact largely due to the superior quality of the plants, which were unusually fully developed when transferred to the field from the seed bed, and the generally favorable weather conditions that have prevailed since the crop was planted.

The raids of the cutworms have ceased, the plants being too large for them to injure now. Considerable tobacco in the vicinity of Lititz was damaged by hail when the plants were younger, but they still have time in developing to fully recover from the rough treatment received. The backward hay and wheat crops were a handicap to the farmers who were also tobacco growers, as they were prevented from giving the tobacco fields the attention they should have had, and in consequence of this unavoidable neglect the weeds ran riot.

The farmers, relieved of harvest work, are now turning their attention to the tobacco fields. Tobacco experts say that the present condition of the plants promises stalks of unusual weight, as compared with last season's comparatively light-weight stalks. With 25,000 acres in tobacco, this year's crop is expected to be a recordbreaker, with at least 75,000 cases.

Portland, Oregon, Dealers Organize

Portland, Ore., tobacco dealers met at the Multnomah Hotel last week, formed an organization and agreed on a concerted price advance, taking the stand that with the increase in wholesale prices and the generally higher cost of doing business, business under present conditions is no longer profitable.

A protective organization known as the Portland Retail Cigar Dealers' Association was formed. Price advances have long been in prospect, but dealers individually have been afraid to take the step for fear that some competitor would refuse to make the increase, and reap a big profit on bargain business.

All the dealers or their representatives were represented at the meeting. J. E. Donovan, of the Railway Exchange Cigar Company, was elected president; J. H. Bruce, of the Heilig Theatre Cigar Company, vice-president, and a floor committee of the following was appointed: N. O. Oliver, Yeon Building; J. J. Stiller, Broadway and Morrison Street; Jesse L. Rich, of the Rich Cigar Company, and Edward Goldsmith, of the Oregonian Building store.

More Than One Million Acres of Tobacco Under Cultivation in India

TOBACCO under cultivation in India covers 1,100,000 acres, of which Bengal (including Eastern Bengal and Assam) has fully one-half, Madras from 200,000 to 250,000 acres, and Burma, Bombay, the United Provinces and the Punjab each about 60,000 acres. Of the two varieties cultivated, Nicotiana tabacum is by far the most common, but in Bengal, especially in Rangpur district, a good deal of N. rustica is grown. The botanical name of the plant grown especially in the Madras Presidency is Var. fruticosa, the narrow-leaved shrubby tobacco, native in Mexico and Brazil, which includes the "Carabobo," "China," "Nepal," "Singapore" and the "South Indian." On the hills in India—in Kashmir, Nilgiris hills, etc.—Var. lancifolia, some of the varieties of which are "Domingo," "Kentucky," "Burley," "Cattaro," etc., native of South America and which grows in the Philippines, is occasionally cultivated. Another kind found to a certain extent in India is Var. macrophylla, said to be native of Mexico and source of some of the Maryland tobaccos of commerce. The species known as N. plumbaginifolia has become completely naturalized in India, but does not appear to be put to any economic use.

Tobacco with the natives of India is either used in the crude form or is worked into a paste with several ingredients and in that form smoked, especially in water pipes or "hookahs." Smoking is very general; men, women and even children use tobacco. The more elaborate curing of higher grade leaf is performed in a limited area and to meet the demands of the European rather than the native population. Bengal, the chief producing province, takes practically no share in the higher grade manufacture. The crudely manufactured leaf (in trade referred to as "unmanufactured tobacco") is exported to Burma or to foreign countries and there is worked up into special grades of smoking tobacco, cigars, etc. Indian imports of tobacco exceed the exports, owing mainly to heavy purchases of cigarettes from the United Kingdom, but the export trade is of increasing importance.

There has been an increase in the number and importance of the cigarette and cigar factories in India in recent years. In cigarette production especially this is evidently due not so much to export demands as to native trade. A factory at Monghyr, Bihar Province, using modern machinery and employing 2103 persons in the manufacture of cigarettes, is the largest tobacco factory in India. Two companies manufacturing cigarettes on a large scale are making experiments and co-operating with the Department of Agriculture in attempting to secure a tobacco of fixed and uniform grade for cigarette manufacture. The experiments made by the Agricultural Research Institute at Pusa have led to the discovery of a type of Indian leaf that has the light color, the fine texture and the necessary elasticity when cut to make good fillings for cigarettes, and the flavor and aroma are said to be fair. Present efforts are directed toward lowering the cost of field cultivation. One of these companies has another factory, worked by mechanical power, at Bangalore, in the Native State of Mysore, with about 1200 employees, where thousands of cigarettes are turned out daily. Tobacco is chiefly imported from the Guntur district of Madras, and the cigarettes are exported along the Indian Railway system. In three years the exports have increased from 320,000 pounds to 1,150,000 pounds, and in value from $227,103 to $1,119,295. Other cigarette factories are one employing 70 hands at Lucknow; one at Rangpur, Bengal, with 90 employes, and three in what is known as the 24 Parganas district in Northeastern India, of which one employs 1150 hands and the two others 118 and 186 hands, respectively. All the foregoing are worked by mechanical power. There is also a large number of bazaar-made cigarettes of indigenous leaf sold in the country.

The imports of cigarettes into India from all countries for the past four years were: 1,450,773 pounds, valued at $1,713,928, in 1912-13; 1,591,138 pounds, valued at $1,897,458, in 1913-14; 1,439,800 pounds, valued at $1,826,884, in 1914-15; 1,685,574 pounds, valued at $2,045,614, in 1915-16. Very nearly all these imports were from the United Kingdom, but the following amounts are credited to the United States: 1912-13, 16,087 pounds; 1913-14, 9094 pounds; 1914-15, 4161 pounds; and 1915-16, 437 pounds; while from Egypt the amounts were 71,972 pounds in 1912-13; 65,853 pounds in 1913-14; 62,377 pounds in 1914-15; and none in 1915-16; and from Aden and dependencies 4170 pounds in 1912-13; 3066 pounds in 1913-14; 3687 pounds in 1914-15; and 5097 pounds in 1915-16. The largest imports from all countries are into Burma Province (probably chiefly through Rangoon), which received 611,043 pounds in 1915-16; Bengal, 483,416 pounds; Bombay, 363,706 pounds; Sind, 161,544 pounds; and Madras, 65,865 pounds.

The foregoing indicates that imports of cigarettes are increasing as well as the local production. The explanation seems to be either that there has been an increase in smoking generally or that cigarette smoking is superseding to some extent the "hookah" commonly used by the people. The fact that the cigarettes made in India are the cheapest in the world, and that the imported cigarettes are sold at rates bringing them within reach of the masses of the people account for the expanding trade. It is said that the taste for strong tobacco formerly universal is slowly but certainly changing to that of the so-called American cigarette and the cigar of indigenous tobacco wrapped in Sumatra leaf. As in other parts of the world, smokers in India are becoming more exacting in their demands, are more fastidious, and insist on obtaining better goods. There is a small export trade in Indian manufactured cigarettes to nearby eastern countries. In 1915-16, 39,254 pounds, valued at $11,431, of Indian cigarettes were shipped to the Persian Gulf (Asiatic Turkey); 483 pounds to Mascot; 616 pounds to Persia; 7564 pounds to Zanzibar; and 1017 pounds to the Straits Settlements. The United Kingdom purchased 2120 pounds. The exports to all countries were 55,796 pounds, valued at $16,434.

Cigar making for export is important and is centered at Madras and Burma. Only in South India and Burma has cigar smoking become general. Within recent years, however, cigars seem to be gaining favor with the better classes of natives all over the country and this has created an increased internal consumption, while at the same time the Indian-made cigar has been becoming better known abroad.

The export business is far more important than the internal trade and just before the war was steadily expand-

ing and had reached a total value of $498,500. In 1886-87 the cigar trade was valued at $64,887; in 1896-97 at $194,660; and in 1906-7 at $324,433. The export figures since then are as follows: 1912-13, 1,743,975 pounds, valued at $460,721; 1913-14, 1,825,625 pounds, valued at $498,500; 1914-15, 1,733,959 pounds, valued at $451,050; and in 1915-16, 1,557,735 pounds, valued at $406,975. About 80 per cent. goes to the Straits Settlements and about 8 per cent. to Federated Malay States; 86,033 pounds went to the United Kingdom in 1913-14; 30,633 pounds to European Turkey, including Crete or Candia; 14,584 pounds to Siam; 13,950 pounds to Gibraltar; 10,025 pounds to the Bernindas; 9561 pounds to Australia and New Zealand; 9506 pounds to Germany; 8135 pounds to Levant and Black Sea; 7830 pounds to Aden and dependencies; 5990 pounds to Ceylon; 5122 pounds to East African Protectorate; 4899 pounds to Mauritius; and 4890 pounds to Egypt. The value of exports from Madras to all countries in 1913-14 was $191,735; in 1914-15, $154,569; and in 1915-16, $138,004. From Burma in the same years exports were 820,715 pounds, valued at $299,781; 836,761 pounds, valued at $292,185; and in 1915-16, 787,379 pounds, valued at $259,934. Exports from Bengal and Bombay are almost negligible.

There are three cheroot factories in Burma (at Rangoon) registered under the Indian Factories Act employing in all 180 hands. In Chingleput, a suburb of Madras, there is one cigar factory employing 218 hands; another in Madras employing 175 persons; and the most important cigar factory in India is that at Dindigul, Madura District, South India, where 513 persons are employed. Another at Trichinopoly in the same district employs 60 hands.

Although as far back as 1876 the making of Trichinopoly cheroots was an industry of some consequence, a few years later the principal company in that region failed. Little progress was made until about 1881, when it was discovered that by importing wrappers from Java and Sumatra a cigar could be turned out that would please the eye of the consumer better than that constructed entirely of Indian leaf. This improvement gave an impetus to the trade that was needed to bring the cigars of South India to the notice of the world at large. Another favorable factor has been the grant of facilities for the manufacture of cigars in bond, which led to the removal of a large exporting factory from Pondicherry (French India) to Dindigul. The usual output of an expert worker at these factories is 400 to 800 cigars a day, for which he receives from $6.49 to $9.73 a month in wages. In the pre-war year period the moderate-priced Burmese cheroots, made at Rangoon, were finding an increasing market abroad. Burma is to the Indian grower of unmanufactured tobacco a very much more important market than all the rest of the world, and much of the Bengal crop is used there. It is considered a remarkable feature of the tobacco traffic that no attempt has been made by Europeans to organize a tobacco manufacturing establishment either within the great producing area of Bengal itself or in Burma, where the Bengal leaf is worked up and returned in the form of cigars.

The imports of cigars into India from foreign countries, which reached a total of 78,908 pounds, valued at $108,965, in 1913, fell off to 69,962 pounds, valued at $84,142, in 1914-15; and 63,610 pounds, valued at $87,816, in 1915-16. Of the total in 1913-14, 40,237 pounds came from the Netherlands, 16,895 pounds from the Philippines, 8213 pounds from the United Kingdom, 2797 pounds from Belgium, and 1687 pounds from Hongkong. Bengal took $57,536 worth, Bombay $40,504, and Sind $5567.

The total export of tobacco of all descriptions from India in 1913-14 amounted to $1,555,168, of which $1,030,773 represented unmanufactured tobacco, $498,500 cigars, $5032 cigarettes, and $17,018 other sorts (native preparations consigned to the Maldives, Straits, Ceylon, and Arabia). In 1914-15 exports of unmanufactured tobacco decreased by 18,861,500 pounds and cigars by 91,700 pounds. France, Aden, China (Hongkong), and the Straits (the principal consumers of Indian tobacco) reduced their demands by 53, 34, 56, and 10 per cent. respectively. In 1915-16 export conditions improved and the total of tobacco of all descriptions exported was 26,345,033 pounds, valued at $1,427,782, or almost as much as in the last pre-war year, and of this total, 24,250,324 pounds, valued at $979,324, represented unmanufactured tobacco. The largest exports of unmanufactured tobacco are from Burma, which sent abroad $393,276 worth in 1913-14; Bombay, $392,834; and Madras, $142,496. In recent years Indian tobacco has found good markets on account of the higher prices attained by other tobaccos. This induced larger exports to France, which ordinarily depends on Java for its supply. The United Kingdom and the Netherlands also increased their requirements. Exports to Aden in 1913-14 were 9,789,105 pounds; Hongkong, 7,125,370 pounds; France, 3,576,923 pounds; Straits Settlements, 2,200,871 pounds; and the Netherlands, 2,196,050 pounds. In 1915-16 France took 7,539,204 pounds from India, exceeding all other purchasers; the United Kingdom, 5,479,145 pounds; Aden, 5,204,346 pounds; Straits Settlements, 1,840,552 pounds; and Hongkong, 1,698,338 pounds. Exports of "other sorts" of tobacco in 1915-16 were 439,142 pounds, valued at $20,663, almost all from Bengal and destined to the Maldives.

With the natives of India, crudely cured tobacco leaf is usually reduced to a powder, damped, mixed with crude sugar or molasses, also various flavoring ingredients, and then made into large cakes. The pipe ordinarily used is a hollow vessel or cocoanut shell partially filled with water.

Indian cured tobacco does not give an attractive outer wrapper for cigars, but it is said to make a good filler and to burn well. The curing is frequently done carelessly and the value of the output considerably damaged thereby. Indian cigars weigh more than Cubans or Manilas. Chemically, the mineral constituents or ash of most Indian tobaccos contain much less potash than the fine American tobaccos, and there is usually too great a percentage of chlorides which affects the duration of glow and tends to give a black ash when the leaf is not especially selected. It is said that the only chemical deficiency of Indian tobacco, according to the results of several analyses, is in carbonate of potash, due to the poverty of Indian soils in this important plant food. Authorities believe that this can be overcome by complete and well-balanced fertilizers and proper watering. It is said that it is not so much the climate, soil and plant as the defective methods of curing that keep the Bengal tobacco in the inferior position it usually occupies in the markets of the world. The process of curing is not under control and is frequently carried too far, with the result that the aromatic properties are dissipated and an objectionable pungent mass is left. For local use the tobacco is very frequently soaked in jaggery. The native system tends to destroy the leaf and renders it as black as possible and liable to rot. A certain amount of progress in the methods of culture, manufacture, bundling and handling of the leaf in India has been made, but there is still much to be done. One of the governmental authorities of the country, the Director of Agriculture at Hyderabad, Deccan, states in a recent publication that he believes the introduction of exotic tobacco will prove highly beneficial to India, and that there is no reason why experiments with these

(*Continued on Page 20*)

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

For Sale.

FOR SALE—50,000 Sumatra-wrapped, scrap filler cigars, $23 per M.; 50,000 Florida-Georgia wrapper, Havana scrap filler cigars, $28 per M. Terms cash. Address Box 220, "Tobacco World."

CIGARETTE PLANT FOR SALE. BIG BARGAIN.

Modern plant for manufacture of Turkish cigarettes, New York City, can be bought very cheap. Owners entering other business. Two Ludington cigarette machines, fully equipped, several thousand boxes and attractive cartons, established brands, titles registered, good will, etc., etc. Terms very easy. A chance rarely offered for anyone desirous of entering the cigarette field. All communications confidential. Address Box 212, "Tobacco World."

FOR SALE—Twenty Universal Tobacco Stripping Machines. Address Machines, Box 214, care of "Tobacco World."

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

WANTED TO BUY—Several hundred cigar molds, perfecto shapes with full heads and invincible shapes. Address Box 215, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 East 78th Street, New York.

ADLER & MYERSON, INC.,
Buyers of Cuttings, Scraps and Siftings,
332 East Forty-eighth Street, New York City.

Tobacco Production in India

(*Continued from Page 18*)

should not be made, while every effort is being made to improve the indigenous variety. According to this authority, experiments with American tobacco on a farm in North Arcot, Madras Presidency, met with success, and the seeds from Sumatra leaf gave good results also.

The imports of unmanufactured tobacco into India are small. In 1913-14, 137,069 pounds, valued at $26,697, came from the United States; 59,685 pounds, valued at $27,856, from the Netherlands; 22,485 pounds, valued at $9378, from Belgium; 21,033 pounds, valued at $8579, from Germany; the total from all countries being 281,633 pounds, valued at $91,208, of which Bengal and Madras took nearly half each. In the last two years imports have very largely decreased.

Under the classification "other sorts of manufactured tobacco" in customs statistics (as distinguished from cigars and cigarettes and evidently mostly pipe tobacco) it is shown that 115,524 pounds of such tobacco, valued at $40,192, were imported into India from the United States in 1912-13; 99,905 pounds, worth $39,375, in 1913-14; 111,204 pounds, worth $43,862, in 1914-15; and 81,747 pounds, worth $35,710, in 1915-16. The total from all countries in the respective years was 541,744 pounds, $354,875; 506,011 pounds, $344,538; 550,969 pounds, $376,711; and 551,875 pounds, $408,260. Of this Bengal took about half and Bombay a fourth. More than two-thirds of the imports were from the United Kingdom in each year.

In the Madras Presidency the cultivation of tobacco has been increasing, especially in the Guntur district, where about a fourth of the entire crop is grown. The climate and soil here are most favorable and on the sandy islands of the Godavery and Kistna deltas the well-known "lunka" tobacco is produced. No special steps are taken by the Government to limit or extend cultivation, except to encourage improved methods of culture and curing. The import duty, imposed in 1910 for revenue only, raised the price of country tobacco and gave local production an impetus; apprehension of low prices on account of war led to a slight decrease in 1915-16. In 1910 the Government of Madras sanctioned the lease of a tract of land at Cocanada and appropriated money for experiments by an expert to grow Sumatra and Havana tobacco for cigar wrappers. An official report issued four years afterwards states that very fair success was attained, and that although difficulties in connection with curing and cultivation were being experienced, the crops raised were much better than those to be seen locally and the arrangements for curing, of course, superior.

In the northern part of the Madras Presidency seed beds of Indian tobaccos are planted during August and September and crops transplanted two months later. Harvesting takes place during January to March. In the southern tracts seeds are usually sown in November and the crop planted out about two months later. This is harvested during March and April. The number of plants per acre varies from 5000 to 15,000 in the north and from 15,000 to 19,000 in the south. Normal out-turn varies greatly from 900 to 2000 pounds of crude leaf per acre. The plants are always topped and suckered and the entire plant is always harvested at one time. In the north the stem is cut into a number of pieces and carrying several leaves; in the south it is cut entire. Curing the tobacco is done by air drying in the open. The plant, after cutting, is wilted in the field and then strung on twine and hung on frames in the open or in sheds open at the sides.

For export the tobacco is put into gunny bags holding about 165 pounds each. It costs the producer from two to four cents per pound to raise his tobacco and about two cents profit per pound is realized.

Concerning the future possibilities of tobacco cultivation in India, especially with regard to raising new varieties, the Director of Agriculture at Hyderabad, Deccan, states:

"India is situated more favorably than the European States where foreign varieties of tobacco have been acclimatized. In Europe the climate is such as not to allow of the full attainment of the original aroma, but Cuban seed has been successfully grown in Austria with a remarkably good aroma, and there is no reason why foreign seed should not be grown and the tobacco retain its original qualities if manuring and curing are properly attended to, for in this vast country a soil and climate should not be difficult to find suitable for thoroughly acclimatizing the plant. The present stock is foreign to India, and as groundnuts and other crops become in course of time indigenous we ought soon to have an excellent tobacco on foreign markets, and India should be the chief tobacco supplier to the rest of the world."—"Commerce Reports."

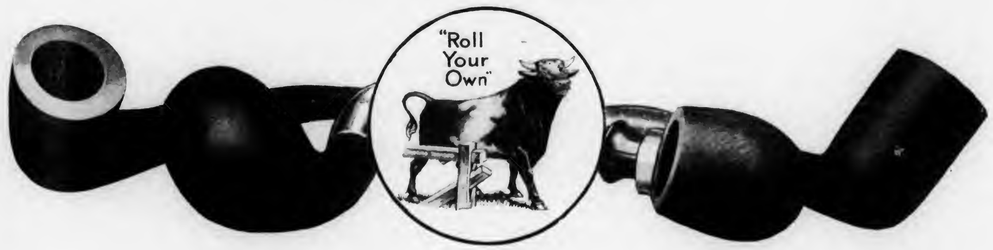
Charles A. Bond Becomes Philippine Agent

Charles A. Bond, well known in cigar and tobacco circles, has recently been appointed tobacco agent of the Philippine Government. His offices are at 546 West 124th Street, New York City. Chief among his duties will be to inspect and to provide for the reconditioning of Manila cigars as provided for by the provisions of the guarantee of the Philippine Government.

Mr. Bond will also have charge of the advertising campaign on Manila cigars, which is being carried on in this country.

A Suggestion to Pipe Smokers:—
Just try mixing a little genuine
"BULL" DURHAM Tobacco with your
favorite pipe tobacco — - - -
it's like sugar in your coffee

Guaranteed by
The American Tobacco Co.
INCORPORATED



15¢
Harmony
A PIPE BLEND of five distinct kinds of Imported and Domestic tobacco-each kind alone having a delightful aroma and natural flavor without the slightest harshness.
Liggett & Myers Tobacco Co.

An interesting test for Harmony

JUST to doubly convince yourself of Harmony's unusual goodness, give a friend a "blind" pipe-load of Harmony without mentioning its name. As he smokes it ask him: "What do you think that tobacco costs me?"

Almost every man will guess a far higher figure than the price charged for Harmony.

Good tobaccos can cost only so much to make. A fancy selling price would add nothing to Harmony's quality. Because Harmony contains as choice tobaccos as can be grown. And these tobaccos are blended in such accurate proportions that they retain all of their natural richness and character *without loss of mildness.*

Harmony will prove to any pipe-smoker that "rich-mildness" can come only from a *blend* of good tobaccos.

Liggett & Myers Tobacco Co.

HARMONY
A PIPE BLEND

The Ideal Employee

A MAN with a superabundance of life and some snap is the ideal workman. He is often styled a live wire. It is hard to limit such a man. Every progressive industry is dependent upon men with plenty of the initiative. An engineer has recently said that "any man who shows a desire, or disposition to use the initiative in his work should be encouraged, even if he is not one of the elect who are supposed to supply the brains." The desire to take up new and difficult problems is instinctive with many. Some men have a kind of hound instinct to hunt down illusive game in the industrial woods. We would feed a hound, and "sic" him on when he has scented prey. But we do not always do that with men. Mr. Paul Wells tells the story of a big quaint fellow who used to work in the factory at Leeds at a dollar and seventy-five a day. He was there for years, lugging and tugging at hard work, for he was big and strong. He wanted to get into the experimental department. They laughed at him. He had to stay where he was. He made his experiments at home, and one day he turned out the biggest invention the mills had seen in years. Then he went into the experimental department like a shot. The management was glad to give him a liberal contract and put him where he could be of the largest usefulness to his firm as well as to himself.

The power of initiative in men does not grow well in the atmosphere of suppression and limitation. Long continued work on the same simple uninspiring cheerless job, with no outlook for larger opportunities in the future will stagnate any life. We need inspiring as well as aspiring men; men of common faith in common men. "It is the right," says Mr. Metcalf, "of every worker that he and his fellow-workmen shall all have the privilege to participate in those activities which develop initiative." "Why can't you fix something like that for me," said a foreman to a young man who was keen for new tasks. Just a question and the fires of initiative were kindled, with the result that an equipment valued at nearly a thousand dollars, eliminating danger and saving thousands in operating expense was made and installed. Not long after that young man went up to be assistant superintendent in a factory that turns out an automobile second to none in the perfection of its mechanism, and style, and in its luxury and beauty.

Industry does not need so much gardens where initiative may be grown as warming ovens where with sympathy and appreciation it may be kept warm and alive. The world is tired of the destructive, prodigal, wasteful man. There is a cry for constructiveness, for aggressiveness, for an industrial faith in common men, and every-day talent.—G. G. McChesney, in "American Industries."

New Quarters for Columbus Cigar Company

The Columbus Cigar Company, 88 North Front Street, a new concern in Columbus, O., has leased the second and third floors of the building at 244-246 North Third Street, for the purpose of manufacturing and jobbing cigars and stogies. They are expected to employ from 100 to 150 people at the start. In addition to their own lines they are also jobbers for the "Fleur De Venice" cigar, manufactured in Cleveland.

Chapin & Gore to Go Out of Business

As a result of the national anti-whiskey legislation, Chapin & Gore, for sixty years a widely known liquor house of Chicago, announce that they will go out of business. This firm also were extensive handlers of cigars, their trade being mostly on private brands. Charles Hermann is president of the concern and well known in tobacco trade circles. He is also the president of the National Distillers and Wholesale Liquor Dealers' Association.

The Value of Retail Merchants' Associations

The association idea among retail merchants has never reached that stage where it could be called successful, because most retail dealers do not believe it practical. They cannot see how it is possible for men who are competitors to meet on common ground on any subject, or how it is possible for them to work for the common good of all.

The experience of successful association of retail merchants indicates that they are not judging correctly. There is great good to be obtained through merchants' organizations covering every phase of business activity and never touching that bugaboo, price agreement.

Thus, for instance, a live and active organization of retailers in a town of moderate size can cause the enactment of laws, beneficial or prohibitory, that will bring prosperity to many or most of its members. For instance, in the proper apportionment of taxes, the regulation of merchants' licenses, of water rates, of peddlers, of itinerant merchants.

Or they can cause the correction of many things which are business nuisances or menaces—as street corner loafing, poor police protection, inadequate fire protection. They can in their own body regulate the credit of an entire community. A list of dead beats, a system of listing the credit responsibility of citizens—these things can be made to save thousands of dollars to the business community. An advertising censor committee to weed out the fraudulent schemes saves hundreds of dollars to merchants.

Such a system of co-operative effort could even regulate the tariff and could bring about fair legislation by the Legislatures of States and the Congress in behalf of the business interests.

Get together with the other merchants of your city.—"Smoke."

American Sumatra Hopes for Big Export Trade

Speaking to a representative of "The Journal of Commerce," Julius Lichtenstein, president of the American Sumatra Tobacco Company, last week stated that his concern is the largest grower of shaded tobacco in the world, owning more than 36,000 acres, in Georgia, Florida and Connecticut, and is now in a position to supply the market demand. He said that it usually took three or four years to produce the standard tobacco, but that his concern had a large amount on hand at the present time. Part of the crop in Georgia and Florida has already been harvested and that in Connecticut soon will be ready. It is his hope that after the war the American Sumatra Tobacco Company will export its product to all parts of the world.

Mr. Lichtenstein declared that his concern was producing tobacco that was being used in cigars selling for from $65 to $250 a thousand. The American Sumatra Tobacco Company is the largest concern of its kind in the world, he averred.

Marcus L. Floyd, who has been connected with the Connecticut Tobacco Corporation, which was recently absorbed by the American Sumatra Company, will remain with the company as assistant to Mr. Lichtenstein.

In addition to what the American Sumatra Company raises, it also purchases 25,000 cases every year, from Connecticut farmers. Associates of Mr. Lichtenstein declare that the success of the company was largely due to the efforts of Mr. Lichtenstein, who started in the tobacco business when only twelve years of age.—"Tobacco."

The Treasury Department has authorized the payment of drawback allowance upon the exportation of cigars manufactured by A. Santaella & Company, of Tampa, Fla., with the use of imported stemmed filler tobacco.

MADE AT OUR NEWARK, N. J. FACTORIES
ROCKY FORD
QUALITY—HAND MADE—SUMATRA WRAPPED—NICKEL CIGAR
We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—3 for 10c and 2 for 5c., giving the Jobber and Retailer an exceptional margin of profit.
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General Offices, Pittsburgh, Pa.

YEARS OF EXPERIENCE HAVE MADE
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A Cigar with Hardly a Rival
MANUEL LOPEZ, Proprietor, 28 Rayo St., Habana, Cuba
AUGUST KÜTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
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E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

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Makers of
The New Bachelor Cigar
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Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
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Independent Factories of Havana

all of which are made under the personal control and supervision of the oldest cigar manufacturers in Cuba, thus retaining for each its own individuality.

Price List Mailed Upon Request.

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ROMEO Y JULIETA

The Leader in all the World's Markets

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BAYUK BROS.

"HAVANA RIBBON"

5¢ CIGAR

THE PERFECT CIGAR

Entire 1917 Connecticut Crop Said to Be Purchased

Dispatches received from Hartford state that in ordinary years the absorption of the Connecticut Tobacco Corporation by the American Sumatra Tobacco Company would be a topic of great interest among the tobacco growers, but something of larger importance has taken place. The rush to obtain possession of the wrapper tobacco of the Connecticut Valley is said to be unexampled in the history of the industry. It is believed that within another week almost every pound of Havana seed and broadleaf tobacco that can be grown in that region during the present season will have been sold by the growers at prices from 25 to 50 per cent. above what they have received for many years past.

The planting season for tobacco in that section ends with the month of June. The dealers waited until it was no longer possible for the farmers to increase the size of their tobacco fields in the year 1917, and then proceeded with the utmost celerity to offer them money for their crops when harvested that will make this the most prosperous year the producers of outdoor tobacco have ever known. Present prospects are that the yield per acre this year will be larger than during the past two or three years, and should this expectation be realized many of the growers stand a good chance to realize double the profit on their fields that they have gained in any former year.

It is estimated that 80 per cent. of all the Havana seed tobacco and 50 per cent. of the broadleaf have been covered by contracts of sale, and if, at the end of another week, there is any tobacco grower in New England who is not in possession of an agreement by a responsible purchaser to take his crop at the high prices now offered it will be because he feels rich enough to hold his tobacco for the yet higher prices that may prevail by the time the tobacco is in the barn.

The passing of the ownership of nearly one-half the shade-growing industry in this valley into the hands of a single concern is an event of great importance in that branch of tobacco growing. The American Sumatra Tobacco Company became the largest single producer of shade-grown tobacco three years ago, when its acreage exceeded that of the Connecticut Company. The latter company has not in late years increased its acreage of 600 under cloth, while the former has had for several years shaded fields aggregating over 1000. As a result of two or three unsatisfactory years the Connecticut Company accumulated an indebtedness of over $300,000, which has not yet been entirely cleared off. The amount of cash to be paid by the larger company is expected to cover all the debts of the Connecticut Company. The amount mentioned is $150,000, and in addition the stockholders in the Connecticut Company will receive $900,000 in the preferred shares of the American Sumatra Company, whose total capitalization is to be expanded to $9,000,000.

Marcus L. Floyd, president and general manager of the Connecticut Company and pioneer grower of shaded tobacco in this field, becomes the manager of all the plantations of the consolidated concern, and for him the change is a highly beneficial one, as his salary of $10,000 a year is to be raised to nearly three times that figure, making him one of the highest paid agricultural directors in the world.—"Journal of Commerce."

"United" Gets Prominent Location in Wrightstown, N. J.

The United Cigar Stores Company through their local representatives, Mastbaum Brothers & Fleisher, are said to have acquired one of the most prominent corners in Wrightstown, N. J., where they will shortly open a store. Wrightstown will be the headquarters of the Camp Dix Army Canton.

Here, sir, is the new "toasted" cigarette

LUCKY Strike, it's called. And just exactly as you prefer 95% of your food cooked, you will now prefer your tobacco toasted.

Cooking (toasting, broiling, roasting) makes things delicious, appetizing, and savory, because it develops flavor. You don't eat raw steak or drink raw coffee. You like toast better than bread—especially fresh buttered toast.

We toast the Burley tobacco for Lucky Strike cigarettes to develop the utmost Burley flavor and seal it in, so it's always there for you. That's what toasting does.

You're in for a new flavor when you join the Lucky Strike Smoke circle—with the real Burley cigarette.

It's toasted

Our men will demonstrate to you how the tobacco is toasted — at many stores

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How to open the package

Tear off part of the top only, as shown

Cigarettes in paper packages of 20 are carried more handily this way, and keep better; less likely to spill into your pocket

20 for 10c

If your dealer does not carry them, send $1 for a carton of 10 packages to The American Tobacco Co., N.Y. City

Guaranteed by

The American Tobacco Co.

INCORPORATED

"One of the advertisements in the big LUCKY STRIKE newspaper campaign—the National Magazines, billboards and street cars are telling the same story to millions of smokers everywhere."

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We are *proud* of STAG.
And your customers will *like* STAG.
Because STAG is the ripened product of "156 years' experience in making good tobacco!"
You lay a smooth, firm road to loyal patronage when you recommend STAG.
STAG *backs* you up!
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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

Canadian Cigar and Tobacco Factories

Conditions in the tobacco trade of Canada are fairly well reflected by the licenses issued by the Department of Internal Revenue for tobacco and cigar factories. Constantly increasing cost both of material and labor are bound to show their effects, and they, no doubt, are responsible for the decrease in the number of cigar factories from 247 to 221. The number of tobacco factories shows a net increase of one. The following table indicates the number of licenses issued by districts:

	Cigars 1915-16	Cigars 1916-17	Tobacco 1915-16	Tobacco 1916-17
Belleville	1	1	..	..
Brantford	5	4	..	..
Guelph	7	9	..	..
Hamilton	10	9	1	1
			1*	1*
Kingston	3	3	..	..
London	35	31	..	..
Ottawa	1	..	..	..
Owen Sound	2	1	..	..
Perth	2	..	..	..
Peterborough	2	2	..	..
Port Arthur	1	..	..	..
Prescott	2	2	..	..
St. Catharines	9	8	..	..
Stratford	4	4	..	..
Toronto	23	20	3	3
Windsor	7	7	3	5
Joliette	7	9	9	6
Montreal	45	39	39	43
			1*	1*
Quebec	2	2	6	5
St. Hyacinthe	10	9	5	5
Sherbrooke	7	7	1	1
Three Rivers	4	4	4	3
St. John	2	2	..	..
Halifax	3	3	..	..
Pictou	1	1	1	2
Charlottetown	..	..	4	6
Winnipeg	12	10	2	2
Moose Jaw	4	1	..	..
Calgary	8	9	3	1
Vancouver	17	15	2	1
Victoria	11	9	..	..
Totals	247	221	83	84

*For exports.

Judy Neustadter Dead of Cancer

Judy Neustadter, a well-known cigar man of Portland, Ore., in earlier days, died at San Francisco recently. Cancer was the cause of death.

Twenty years ago practically everyone in Portland knew Judy Neustadter, and his Morrison Street cigar store was the rendezvous of many men now prominent in that city.

He was allied with M. A. Gunst & Company in earlier days, but left Portland some time ago, and recently had been traveling for a San Francisco cigar firm.

June Sales Make New Record for American Tobacco

Sales of the American Tobacco Company in June totaled $8,600,000, which established a record for any single month in the history of the company since the dissolution of the old combination. This was a gain of $2,500,000 over June, 1916, and $1,400,000 over May the previous month.

Wisconsin Crop Has Good Start

Although a large percentage of the Wisconsin tobacco crop was transplanted at a later date than usual, favorable weather of the last two weeks has given it a good start and there is every prospect of a heavy yield. Rains the middle of July have been of great benefit and the present warm wave promises an early maturing crop. The plants are already spreading over the ground in a majority of the fields and the crop generally is in a healthy condition. The stand is exceptionally good.

Buyers are keeping close track of the Wisconsin crop and riders have already been reported in the southern section, offering to contract for the 1917 leaf at ten and twelve cents, buyer to take all risk. This is the earliest date at which contracts have been offered for growing crop in this State. No farmers are reported to have signed up, most of them preferring to wait until the crop is ready for harvest or hanging in the sheds. A feeling prevails among the growers that this year's buying will bring out a good deal of competition and that prices will range higher than for the 1916 crop.

G. L. M.

England Benefits From Demand for Cigarettes in Shanghai

Great Britain supplied most of the increased quantity of cigarettes imported into Shanghai, China, last year, which amounted to less than nine per cent.; but the prevailing prices raised the value nearly $8,000,000. Cigars, imported almost wholly for the foreign trade, increased from $180,410 to $397,662. Tobacco leaf, principally from the United States, increased by 4933 tons and $1,405,659. Importations were about normal, the advance in 1916 being due to the short receipts of the previous year.

Not Smoking So Much in French Indo-China

The consumption of tobacco, cigars and cigarettes has diminished in French Indo-China as a result of the reduced European colony and war economy. Difficulty in getting supplies from Europe and increased activity in local tobacco factories have limited the importation of these articles. The value of imported tobacco of all kinds, $800,000 in 1913, $1,090,000 in 1914, $660,000 in 1915, and about $650,000 in 1916.

The Tobacco World
Established 1881

Volume 37 — August 1, 1917. — No. 15

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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Samples cheerfully submitted upon request.

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATIONS

WORLD'S SPECIAL:—40,286. For all tobacco products. June 30, 1917. American Litho. Co., New York City.

GOLD TASSEL:—40,289. For cigars, cigarettes, cheroots, chewing and smoking tobacco. June 30, 1917. Wyoming Valley Cigar Mfg. Co., Nanticoke, Pa.

STAR HAWK:—40,291. For cigars. June 29, 1917. M. Eisenberg, Detroit, Mich.

SAMMY:—40,297. For smoking pipes. July 9, 1917. L. & H. Stern, Inc., New York City.

WM. J. SEIDENBERG & CO.'S OLD FASHIONED CLEAR HAVANAS:—40,298. For cigars, cigarettes, cheroots and tobacco. July 7, 1917. Francisco Arango y Ca., New York City.

JUICY CHEW:—40,299. For all tobacco products. June 29, 1917. The American Tobacco Co., New York City.

H. H. DORANCO:—40,302. For cigars. July 12, 1917. John W. Byrnes Cigar Co., Mansfield, O.

SUPER TWINS:—40,303. For all tobacco products. July 17, 1917. American Litho. Co., New York City.

CHOICE DUTCH:—40,304. For cigars, cheroots and stogies. July 16, 1917. The Kildow-Lynn Co., Dayton, O.

E. A. & O. W. CAGAYAN VALLEY:—40,305. For leaf tobacco. April 11, 1917. E. A. & Otto Weber, Tuguegarao, P. I.

TRANSFERS

A. P. H.:—37,840 (U. R. B.). For cigars. Registered November 8, 1912, by Geo. L. Massey, Starke, Fla. Transferred to Florida Cigar Making Co., Jacksonville, Fla., June 26, 1917.

MINOS:—27,133 (Tob. Leaf). For cigarettes. Registered March 4, 1904, by Bulgarides & Apostolides, New York City. Transferred to Peter Peyou, New York City, November 4, 1908, and re-transferred to N. D. Apostolides & A. A. Critikos, San Francisco, Cal., March 30, 1917.

MACEDONIA TOBACCO CO.:—29,762 (Tob. Record). For trade-name. Registered March 23, 1904, by John Bulgarides and N. D. Apostolides, New York City. Transferred to Peter Peyou, New York City, November 4, 1908, and re-transferred to N. D. Apostolides and A. A. Critikos, San Francisco, Cal., March 30, 1917.

EL PICADOR:—40,290. For cigars. Registered May 31, 1917, by Niles & Moser Cigar Co., Kansas City, Mo. Ownership of trade-mark is based upon a transfer from the General Cigar Co., Inc., who claim to have used the trade-mark for at least eighteen years.

LURIDO:—28,879 (Tob. Record). For cigars, cigarettes and tobacco. Registered August 21, 1903, by Geo. Schlegel. Transferred to Schwarzkopf & Ruckert, New York City, January 27, 1909, and re-transferred to E. G. Perez & Co., New York City, February 10, 1909, and re-transferred to Adolph Frankau & Co., Inc., New York City, July 3, 1917.

DIABLITA:—19,337 (Tob. World). For cigars, cigarettes and cheroots. Registered December 27, 1909, by E. G. Perez & Co., New York City Transferred to Adolph Frankau & Co., Inc., New York City, July 3, 1917.

LA PRISA:—34,042 (U. S. Tob. Journal). For cigars, cigarettes, cheroots and tobacco. Registered March 16, 1908, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to E. G. Perez & Co., New York City, March 8, 1911, and re-transferred to Adolph Frankau & Co., Inc., New York City, July 3, 1917.

DIANITA:—34,889 (Tob. Leaf on April 9, 1908), and **No. 34,144** (U. S. Tob. Journal on April 7, 1908). For cigars, cigarettes, cheroots and tobacco. Registered by American Litho. Co., New York City. Transferred to E. G. Perez & Co., New York City, November 2, 1908, and re-transferred to Adolph Frankau & Co., Inc., July 3, 1917.

LA SOLERA:—33,473 (U. S. Tob. Journal). For Porto Rico cigars. Registered September 13, 1907, by E. G. Perez & Co., New York City. Transferred to Adolph Frankau & Co., Inc., New York City, July 3, 1917.

CANCELLATIONS

MI AMORITA:—40,277. For all tobacco products. Registered June 19, 1917, by Pasbach-Voice Litho. Co., New York City. Cancelled June 6, 1917.

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THE OLD STANDARD IN PURE HAVANA CIGARS SINCE 1854

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We guarantee the sweetening and seasoning and flavors and scent, in fact everything that is added to the tobacco or put on the tobacco, is pure and may be used freely in food under the United States Pure Food Laws.

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Independent factories

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BOBROW BROS.

PHILADELPHIA

VOLUME 37 NO. 16

The TOBACCO WORLD

AUGUST 15, 1917

HEADQUARTERS

FOR

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LIMA, O.

SOL HABANA

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"Sol" and "Devesa de Murias"

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214-216 WEST 47th STREET, NEW YORK

Volume 37

THE TOBACCO WORLD

Number 16

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, AUGUST 15, 1917 Foreign $3.50

Unprecedented Prices Rule at Second Inscription of Sumatra and Java Leaf

UNPRECEDENTED prices ruled at the Second Inscription of Sumatra and Java tobacco, held on August 3 at "American Frascati," in New York. Manufacturers and their representatives came from all parts of the country to bid, and according to reports most of the bidding was close, a fraction of a cent separating the successful bidder and his nearest competitor in several cases.

From the standpoint of those conducting the sale it was an overwhelming success, but there seems to be some question in the minds of manufacturers as to just what the high prices paid will lead to from the factory standpoint.

One time, some years ago, a certain manufacturer went to New York and purchased some extra choice Sumatra at $3 a pound, and when the story got abroad he was regarded as a fit inmate for a sanitarium for the feeble-minded. The manufacturer survived, but he has had no desire since to duplicate the purchase at that price. There are those who express the opinion that at the prices paid for some of the lots the profits on the goods on which it is used will show a very slender margin.

It was certainly a "bull" market. And the "bears," if there were any there, were very uncommunicative. The prices at the Second Inscription exceeded the top mark at the First, and if that is any criterion, the prices at the Third Inscription, to be held some time in October, will prove an eighth wonder of the world.

The competition was keen, and every one seemed anxious to purchase, but it was noticed that several of the large manufacturers, while bidding on a number of lots failed to get any of them, despite the fact that on two occasions one bidder guessed within one cent of the price the lot would bring. Yet this bidder stated that his was considerably under that figure, but that he was basing his offer on the worth of the leaf and not on a speculative market.

It was the opinion of a number that by selling the tobacco in this manner it was bought at a price at least one dollar higher than it would have been necessary to pay if the leaf had been left in the hands of the importers to sell in the ordinary manner. And this does not take into consideration the additional expenses incurred by the purchasers for handling, storage, insurance and interest on the investment which in the cases of several buyers represented an outlay of a quarter of a million dollars.

The successful bidders on the different lots and the prices paid were as follows:

10.15 A. M.

Lot No. 19.—194 bales Senembah My BK 3; Deisel-Wemmer Company, Lima, Ohio, at $3.4185.

Lot No. 22.—98 bales SM Sumatra A 3; Wayne Cigar Company, Detroit, at $3.0285.

10.30 A. M.

Lot No. 35.—278 bales Deli My E 3; H. Duys & Compay, for 44 Cigar Company, Philadelphia, and R. G. Sullivan, Manchester, N. H., at $4.2117.

Lot No. 27.—119 bales JH Deli 5; H. Duys & Company, for Bobrow Brothers, Philadelphia, and Eitel & Casselbohm, Louisville, at $2.4317.

Lot No. 12.—87 bales Deli My P 4; E. Rosenwald & Brother, for H. Traiser & Company, Boston, at $1.90.

10.45 A. M.

Lot No. 24.—101 bales Deli Ba My TH 3; H. Duys & Company, for Solis Cigar Company, Denver; H. C. Nolan & Company, Philadelphia, and Ibach & Rader, Neumannstown, Pa., at $3.9117.

Lot No. 20.—165 bales Senembah PM 3; Deisel-Wemmer Company, Lima, Ohio., at $2.85.

Lot No. 10.—72 bales Deli My M & K Lankat 6; Robert Schubert Company, Boston, at $1.55.

11.00 A. M.

Lot No. 38.—68 bales Deli My TS 1; Allen R. Cressman's Sons, Philadelphia, through Kruse, Quanjer & Company, at $3.721.

Lot No. 31.—88 bales AST Co TO 1; E. Rosenwald & Brother, for Mazer Cigar Manufacturing Company, Detroit, at $3.6262.

Lot No. 11.—84 bales Deli My No. 3; San Telmo Cigar Manufacturing Company, Detroit, at $1.60.

Lot No. 15.—73 bales Deli My QM 3; H. Duys & Company, for R. G. Sullivan, Manchester, N. H., at $1.7117.

11.15 A. M.

Lot No. 25.—190 bales Deli Ba My TL 3; E. Rosenwald & Brother, for H. Traiser & Company, Boston, at $3.5463.

Lot No. 9.—139 bales Deli My M 2; Joseph J. Schaefer, Dayton, Ohio, at $2.3517.

Lot No. 8.—60 bales Deli My L 4; H. Duys & Company, for Bobrow Brothers, of Philadelphia, at $1.77.

11.30 A. M.

Lot No. 28.—109 bales Medan Tab My S Lankat 4; Allen R. Cressman's Sons, of Philadelphia, through E. Rosenwald & Brother, at $3.51.

Lot No. 29.—68 bales KFH 4; H. Duys & Company, for the 44 Cigar Company, Philadelphia, at $3.2517.

Lot No. 4.—110 bales Deli My AB 3; Allen R. Cressman's Sons, Philadelphia, at $2.54.

11.45 A. M.

Lot No. 21.—204 bales Sennah Deli 111; H. Duys & Company, for Bobrow Brothers, Philadelphia, at $3.12.

Lot No. 32.—135 bales Deli Lankat Tab My St Cyr Deli; H. Duys & Company, for the City of Straits Cigar Company, Detroit, and Halpern & Walters, Philadelphia, at $2.3217.

Lot No. 5.—73 bales Deli My C 1; Allen R. Cressman's Sons, Philadelphia, at $2.47.

Lot No. 6.—28 bales Deli My H 2; Joseph Weinreich, Dayton, Ohio, for $2.7166.

12.00 M.

Lot No. 36.—327 bales Deli My P 1; Cullman Brothers, at $3.017.

Lot No. 23.—70 bales SM Sumatra A 4; H. Duys & Company, Incorporated, for the Fleck Cigar Company, Reading, Pa., at $2.8077.

Lot No. 7.—69 bales Deli My K 1; H. Duys & Company, for the Emze Cigar Company and the B. & A. Cigar Company, both of Philadelphia, at $1.63.

Lot No. 3.—57 bales Deli My AB 2; E. Rosenwald & Brother, for Hilson & Schloss, of Mt. Carmel, Pa., at $2.91.

12.15 P. M.

Lot No. 26.—222 bales Deli Ba My Tandem 4; Otto Eisenlohr & Brothers, Philadelphia, at $3.8127.

Lot No. 17.—114 bales Deli My TS 3; Deisel-Wemmer Company, Lima, Ohio, at $2.8917.

Lot No. 33.—129 bales Deli Lankat Tab My St Cyr Deli; H. Duys & Company, at $1.4617.

12.30 P. M.

Lot No. 34.—248 bales Deli My 4; Deisel-Wemmer Company, Lima, Ohio, at $3.215.

Lot No. 30.—18 bales KFH 5; Antonio Roig & Langsdorf, Philadelphia, through Herman G. Vetterlein, broker, at $2.9654.

Lot No. 14.—30 bales Deli My PG 3; Waitt & Bond, Incorporated, Boston, at $3.027.

12.45 P. M.

Lot No. 2.—133 bales Deli My A 3; Deisel-Wemmer Company, Lima, Ohio, at $2.8217.

Lot No. 13.—30 bales Deli My PB 1; E. Rosenwald & Brother, for H. Traiser & Company, Boston, at $1.9001.

Lot No. 16.—31 bales Deli My Deli Toewa 4; Kruse, Quanjer & Company, New York, at $2.3223.

Lot No. 39.—44 bales Deli My QB 5; Hinsdale, Smith & Company, for the Rush Manufacturing Company, Reading, Pa., at $3.24.

1.00 P. M.

Lot No. 37.—258 bales Deli My PB 5; Waitt & Bond, Incorporated, Boston, at $3.677.

Lot No. 18.—29 bales W & VS Deli Lankat A 1; H. Duys & Company, at $1.3117.

Lot No. 1.—34 bales Deli My 1; H. Duys & Company, for Bobrow Brothers, Philadelphia, at $1.6717.

Following the Sumatra inscription was the sale of some fourteen hundred bales of Java leaf. This was mostly taken at high prices by leaf dealers on behalf of their customers. The purchasers and the prices paid for the different lots were as follows:

1.15 P. M.

Lot No. 500.—199 bales Ngoepit MA; Duys & Company, at $1.2531.

Lot No. 501.—171 bales Ngoepit VD; Kruse, Quanjer & Company, at $1.01.

1.30 P. M.

Lot No. 502.—92 bales Ngoepit MB; Pretzfeld & Company, at $1.28.

Lot No. 503.—93 bales Ngoepit MC; S. Rossin & Sons and E. Spingarn & Company, at $1.20.

Lot No. 509.—88 bales 1916 D Tomy; E. Rosenwald & Brother, for the Fred Opp Leaf Tobacco Company, St. Louis, at $1.31.

1.45 P. M.

Lot No. 510.—149 bales 1916 D SG V; Kruse, Quanjer & Company and Goldberg & Herzog, at $1.60.

Lot No. 511.—163 bales 1916 A SG M; H. Duys & Company, at $1.29.

2.00 P. M.

Lot No. 504.—249 bales Manang A; H. Duys & Company, at $1.10.

Lot No. 505.—72 bales Manang B; H. Duys & Company, at $1.01.

2.15 P. M

Lot No. 506.—88 bales Manang C; E. Rosenwald & Brother, at $1.025.

Lot No. 507.—27 bales TML V; Kruse, Quanjer & Company, at $ .85.

Lot No. 508.—28 bales TML M; S. Rossin & Sons, at $1.0425.

The gathering of manufacturers and their representatives at "American Frascati" was national in character, and they came to New York from all parts of the country. Among those present were:

From **Philadelphia:**—Ben R. Lichty, Harry Eimerbrink, A. Van Paddenburg, of Otto Eisenlohr & Brothers, Incorporated; Sam Bayuk, Harvey Hirst, L. Kramer, of Bayuk Brothers; Jacob Langsdorf, J. L. Kraus, of Antonio Roig & Langsdorf; B. Lipschutz, Max Lipschutz, of "44" Cigar Company; Morris D. Newmann, of Neumann & Mayer; A. Balis, of B. & A. Cigar Company; John R. Young, of John R. Young; Arthur Loeb, of Leopold Cigar Company; Morris D. Neumann, of Neumann & Loeb & Company; William Bythiner, of Louis Bythiner & Company; H. C. Nolan, of the Peermont Cigar Company; H. Hipple, of Hipple Brothers; H. B. Grauley, Mr. Rose, of H. B. Grauley; Max Sondheim, Mr. Kellar, of Allen R. Cressman's Sons; Herman Vetterlein, of J. Vetterlein & Company; Harry Bobrow, of Bobrow Brothers; Adolph Loeb, of K. Straus & Company; Louis Halpern, of Halpern & Walters.

From **New York:**—Sol Furgatch, of S. Furgatch y Ca.; Eugene Klein, D. Emil Klein, Edmund Haas, of E. M. Schwarz & Company; Percival Levy; Joseph Berran, of Joseph Berran & Company; Benito Rovira, J. A. Rovira, of Benito Rovira & Company; E. Kleiner, William Friedberg, of E. Kleiner & Company; Ruth & Driscoll; Fred Frese, of Fred Frese & Son; Ferdinand Cranz, of F. & E. Cranz; Max Maier, J. Holzman; I. Rosenthal, of Rosenthal Brothers; Frank McCoy, of T. J. Dunn & Company; E. Popper, Robert Popper, of E. Popper & Company; B. Feifer, of B. Feifer & Company; D. M. Frank, of D. M. Frank & Company.

From **Detroit:**—Albert E. Bunting, Richard Helm, E. Newhall, Oscar Rosenberger, of San Telmo Cigar Manufacturing Company; Jacob Mazer, of the Mazar Cigar Company; Charles Davidson, of the Banner Cigar Company; Charles J. Spietz, Albert Worch, of Wayne Cigar Company;

(Continued on Page 26)

EDITORIAL CHAT AND COMMENT

THE highly speculative condition of the leaf tobacco market is emphasized by the prices paid at the Second American Inscription of Sumatra and Java tobacco held recently in New York. Higher prices were never anticipated for domestic leaf than now. Wisconsin, Pennsylvania and Connecticut growers are deluged with buyers and the prices being offered and asked are hysterical. In Havana high prices are being asked, and in many cases paid without argument. It is not a question of what tobacco leaf is worth, but what are you willing to pay for it.

If small manufacturers expected to be helped by the inscriptions of Sumatra, they have been badly left, for the ruling prices have far exceeded the mark at which they could profitably buy. For the most part the Sumatra was purchased by the larger factories, and it looks as if many of the smaller ones using Sumatra will have to close down or use a substitute wrapper.

Prices certainly indicate either a very present famine or an overwhelming fear of one. This is evidenced by the fact that at a sale of supposedly "nickel" wrappers the top price was 29 cents a pound higher than the highest bid at the previous inscription, where the wrappers were mostly suitable for ten-cent goods.

There is a rumor in the trade to the effect that before the next inscription, slated for early in October, there will be additional Sumatra in this country in other hands than the syndicate. If this is true and the quantity is of any importance, it is quite probable that the prices at the next inscription will recede somewhat.

At the Second Inscription it was quite noticeable that the buyers for several large factories, while bidding frequently, made no effort to offer sensational prices. They proceeded on the basis of the actual worth of the tobacco and at no time did they show any desire to pay any more than that. As a result some of them did not secure a bale. Either these factories are well supplied or they have good reasons to believe that the present sensational prices will not hold.

Should, however, prices continue to hold or climb higher, some of the manufacturers will have considerably more than the war tax to consider when they readjust the prices of their cigars.

AN opportunity to dispose of a problem that affects the cigar manufacturing industry as well as most other lines of manufacturing presents itself in this period of high and speculative prices of raw materials. The problem is the private brand, the existence of which has held back in hundreds of jobbing centers the progress of standard advertised cigars. The jobber having one or more private brands, naturally directs a certain amount of the energy of his organization to these goods, which means that full attention is not given to the advertised products which he distributes.

Manufacturers in other lines whose files are filled with back orders for their advertised products, have already taken a firm stand by notifying jobbers and dealers that they no longer have the facilities for manufacturing the private brands, due to the heavy demand for their standard products.

Some cigar manufacturers have also done this and others are swinging into line. The high prices prevailing in tobacco markets, the unprecedented costs of production and the shortage of labor make it imperative that the cigar manufacturer, for the salvation of his standard brands and his business, devote every effort to taking care of his customers on his advertised products.

When the jobbers and dealers learn that the private brand is to be eliminated, they will turn all their attention to the advertised products. And when the jobbers and dealers do this they will find that in the long run they are profiting much more as a result. Advertised brands sell much better than private ones, and the same energy devoted to advertised goods that previously has been put into private brand work, will bring far larger results.

IS National Cigar Day to be laid away with the inscription R. I. P. over the final resting place, or is it to be a live issue? As far as we can remember, it never had but one real trial and certainly that is no test. A manufacturer would not consider that because he had advertised his brand for one day and did not get enough results to pay for the ad, that his brand was a dead one. Untiring perseverance and energy are absolutely necessary to the successful accomplishment of any task.

Now that the trade has been aroused from its lethargy by the Tobacco Merchants' Association campaign for better prices, this same organization is the logical one to undertake to put across National Cigar Day. Surely, the trade publications will lend their efforts to this as willingly as they have to the increased price campaign. Certainly it is worth the effort to revive National Cigar Day. The establishment of this as an annual festivity for the smokers of the nation will identify the cigar and tobacco industry as nothing has ever done before—except possibly the annual contribution to the United States Treasury, and even that is not unanimously recognized or appreciated.

Out in Cincinnati the retail cigar and tobacco association of that city is planning to make October 13 Cincinnati Cigar Day. It might be a chance to change our luck by making October 13 National Cigar Day. By that time the war tax will probably give a patriotic reason why there should be more smoking done.

There are many more retail associations now than there were two years ago. These can all be counted on to do their part. Let the Executive Committee of the Tobacco Merchants' Association get together and work out a feasible plan to revive and establish National Cigar Day.

DECLARES WAR ON WAR TAX BILL

THAT the revenue bill reported to the Senate by the Senate Finance Committee is a measure in the interest of the large corporations and inimical to the individual and small business man, is the declaration of Representative Claude Kitchin, of North Carolina, majority leader of the House of Representatives and chairman of the House Ways and Means Committee.

The action of the Senate Finance Committee, of which Senator Simmons, also of North Carolina, is the chairman, is roundly denounced by Mr. Kitchin, who further says that the revenue bill as amended is in such shape that the House of Representatives cannot accept it.

"When the Democratic members of the Senate Finance Committee and the Senate come to realize what is in this bill, they themselves cannot support it," he declared. "The Senate bill as it stands today has no chance of approval in the House."

Congressman Kitchin attacks particularly the excess profits section as written into the Senate bill. He characterizes this as unfair and discriminatory, and working a hardship on many smaller merchants and business men, while "Big business" goes free. He does not favor the plan of taking the three pre-war years to strike a balance representing normal business and assessing the tax on all above that at this time. Under this plan the more prosperous persons or corporations during the pre-war period, and equally or more prosperous now, have a larger exemption and pay less taxes—and in many cases no tax—than the less fortunate and less prosperous during that period, though it may be a competitor.

"The Senate changes include as liable for the payment of this tax farmers, merchants, butchers, blacksmiths, etc." said Mr. Kitchin, "but exempts therefrom lawyers, doctors, officers of the Government and employes and agents, receiving fixed amounts for their services. Employes and agents include officers of corporations like Gary, of the United States Steel Corporation; Schwab, Morgan and duPont. Why should the tax be levied on the former and not upon the latter?

"A tobacco farmer of North Carolina, or Virginia, or Kentucky, or Connecticut—and there are many such—worth less than $20,000, making a pre-war profit of not more than $1000—and many made less—will, by the hard work of themselves and family, make a profit this year of $6000, if present prices prevail. He will be made to pay under the Senate Committee's amendments to House revenue bill an excess profit tax of $2000 to help the Government out in its war struggle, while the American Tobacco Company, with a capital of $92,000,000 and $35,000 surplus, making over $12,000,000 a year clear profits, will not be made to pay a cent of excess profits, and, besides, by the Senate amendment to the income tax, this same tobacco company is relieved of tens of thousands of dollars of income tax yearly.

"There is another discrimination in the Senate bill, so gross that I cannot refrain from mentioning it. The owner of a little independent cigar store, say, in Charlotte, N. C. ,with one or two thousand dollars capital, owned by a merchant of small means, giving his entire time to it, supporting his little family from its meager income—and there are thousands of such cases throughout the country—is given by the Senate Committee amendment exemption from the tobacco tax of only 100 pounds of chewing and smoking tobacco, five hundred cigars and one thousand cigarettes, while the United Cigar Stores Company of America, with over $30,000,000 of capital, over $2,000,000 of surplus, with a thousand stores throughout the country, making an annual profit of over $2,000,000, is given an exemption from the tax of 100,000 pounds of tobacco, 500,000 cigars and 1,000,000 cigarettes.

"The House bill contains no such discrimination or favoritism," said Mr. Kitchin, "though the representatives of the United Cigar Stores Company tried to get such a provision in it, while pending before the Ways and Means Committee."

Mr. Kitchin also criticises the action of the Finance Committee in reducing the taxes provided in the House bill to be placed upon cigarettes, chewing gum, smoking tobacco and snuff, so that the yield from these articles will be $15,000,000 less.

C. L. L.

Edward Wodiska Heads Havana Products Company

The combination of business and factories of the Ruy Lopez Ca. and Salvador Sanchez y Ca., of which Edward Wodiska becomes president, will be known as the Havana Products Company. John Wardlow will be treasurer, and Jerry Windmuller secretary of the new concern.

It is understood that the factories of Salvador Sanchez y Ca. will be moved to the Ruy Lopez factory, in Key West. The selling organization will remain practically intact.

In a statement which he gave out, Mr. Wodiska stated that he will give his own personal attention to the brands of both the Ruy Lopez Ca. and the Salvador Sanchez y Ca., and that he believes he will be able to develop a large distribution for them.

Increased Trade of Philippines For Fiscal Year

From cable advices received by the Bureau of Insular Affairs, War Department, Philippine imports for the year ended June 30, 1917, show an increase of $6,000,000 over the total of the previous year, and a larger export trade by $10,000,000. Of the imports, valued at $51,983,277, American goods comprised 53 per cent., and of the total exports, valued at $71,715,375, the United States purchased 60 per cent. of the shipments, against 47 per cent. in 1916.

Hemp shipments amounted to 132,482 long tons, of which 69,869 tons came to the United States. Although the total falls more than 10,000 tons below that of the previous year, high prices resulted in a value of $30,259,718, by far the highest ever recorded. Sugar alone of leading exports shows a material reduction in both quantity and value from the exceptionally large figures of 1916, the total shipments amounting to 234,308 long tons, of which 98,696 tons were for the United States. A reduced copra trade reaches a value somewhat larger than in 1916, and American purchases assume unusual importance, constituting 46,774 long tons of the 69,382 total. Increasing local manufacture of copra is evident in the larger exports of coconut oil, which nearly double in quantity, and with a value of $6,500,000, closely approximate to the value of copra exported. Great activity in the cigar industry is also indicated in a large increase in exports from 152,000,000 cigars to 219,000,000 due entirely to the growing American demand.

Tobacco Company to Operate in Brazil

Decree No. 12,527, signed by the President of Brazil on June 28, 1917, authorized the Brazilian Tobacco Corporation to operate in Brazil. The head office of this corporation is at 200 Fifth Avenue, New York. Its capital is stated to be $50,000, and the purposes of the organization are planting, cultivation, purchase, manipulation, preparation, manufacture, and sale of tobacco and tobacco products.

Revised War Revenue Bill Under Debate With No Change in Tobacco Taxes

Washington, D. C., Aug. 14, 1917.
(By Telegraph.)

The **Senate this afternoon as a committee of the** whole **agreed to all the amendments to the war tax on** cigars, **tobacco and manufactures thereof proposed by** the **Senate Finance Committee to the schedule adopted** by the **House of Representatives in the general revenue** bill.

C. L. L.

THE revenue bill, after many weeks' delay, has finally been reported by the Senate Finance Committee, and debate has commenced. The committee devoted more than ten weeks to earnest consideration of the measure, spending nearly a week in giving hearings, at which appeared the representatives of the tobacco and other industries interested, to plead for less onerous taxes than those provided for in the bill passed by the House of Representatives. In addition to the hearings, the members of the committee conferred frequently with leading representatives of various industries in an effort to get all sides of the question fairly presented.

"Through the medium of these hearings and conferences," it is declared in the report, "the committee believes it has been put in possession of the arguments for and against the various provisions of the bill and the amendments it has made thereto. It has at all stages of its labors acted with a keen sense of its responsibility and of the extreme importance of its action in its effect upon the country and the successful prosecution of the war. It recognized the fact that the amount to be raised almost entirely through special impositions upon business and property represents the largest taxation budget in our history, nor was it unmindful of the fact that those who will have to pay these exactions will also have to furnish the larger part of the money to purchase the bonds to be issued to meet such part of our own expenditures as are not provided for by taxation and also such sums as we may from time to time be called upon to loan to foreign governments engaged with us in war against Germany."

As a result of the changes made by the committee, it is estimated that about two-thirds of the additional revenue and about one-half of the total revenue from taxation for this fiscal year will come from the income and war-profits taxes. In fixing the rates upon incomes and excess profits, however, the committee kept constantly in mind the fact that the amount of revenue derived from these sources would depend upon the prosperity and activity of business and that to impose taxes which would tend to discourage enterprise and dampen these activities would tend to defeat the legislative purpose by reducing the revenue expected from these basic sources. Moreover, it thought that if the rates upon incomes and excess profits were fixed at the highest level consistent with best revenue-producing results, there might be but little margin left for such further increases in rates as it may be found expedient to impose to meet future demands for additional revenue.

Cigar and Tobacco Section of War Revenue Bill Unchanged in Revision by Senate Committee

Little cigars, 25 cents per thousand.
Cigars weighing more than three pounds per thousand, and retailing at 4 to 7 cents each, inclusive, $1 per thousand.
Cigars weighing more than three pounds per thousand, and retailing at 8 to 15 cents each, inclusive, $3 per thousand.
Cigars weighing more than three pounds per thousand, and retailing at 16 to 20 cents each, inclusive, $5 per thousand.
Cigars weighing more than three pounds per thousand, and retailing at more than 20 cents each, $7 per thousand.
Cigarettes weighing not more than three pounds per thousand, 75 cents per thousand.
Cigarettes weighing more than three pounds per thousand, $1.20 per thousand.
Tobacco and snuff, 4 cents per pound.
Cigarette books of 25 to 50 sheets, ½ cent a book.
Cigarette books of 50 to 100 sheets, 1 cent a book.
Cigarette books of 100 sheets or more, for each 100 or fractional part thereof, 1 cent.
Cigarette tubes, for each 100 or fractional part thereof, 2 cents.
Stocks on hand with jobbers and retailers at time of enactment of act, above 100 pounds of manufactured tobacco and snuff, cigars in excess of 500 and cigarettes in excess of 1000, at any one place of business, an additional tax equal to one-half of tax imposed by Sections 400 or 401.

In making the several changes in the tobacco taxes contained in the measure, the committee declares it was influenced by statements from the Treasury Department that the taxes contained in the House bill would not bring in as much revenue as estimated, owing to the fact that the high tax would reduce the consumption. The committee was also guided by the statements of the tobacco men appearing at the hearings, who told them of the disadvantageous effects that would follow the placing of such high taxes upon their products.

"The House bill doubles the present rate of tax upon tobacco and its products," states the committee in its report. "Tobacco and its products are already heavily taxed. It is estimated that, in round numbers, the internal revenue taxes for the Government from this source during the fiscal year 1917 amounted to $100,000,000, and that the customs revenue from this source amounted to $32,000,000.

"While the House bill doubles the tax imposed upon tobacco, the Treasury Department estimates that the increased revenue will be materially less than double the amount raised under the present law. Manifestly this difference must be attributed to the fact that the consumption of tobacco will be reduced by reason of doubling the tax

(*Continued on Page 21*)

The Chain Stores Have Raised Their Prices—What Have You Done?

THE retailers of the country have mobilized and many of them are already in the first line trenches in campaign conducted by the Tobacco Merchants' Association for an increase in the retail prices of tobacco products. The mobilization has been hastened by the action of the chain stores, who were among the first to get on the firing line, the United Cigar Stores raising prices on August 8, and the Schulte chain stores announcing their advance in prices to begin today, August 15.

Let there be no slackers. The retailers' army has begun its advance on the trenches of the enemy—insufficient prices and meagre profits. There must be no retreat. The situation in leaf tobacco markets can leave no doubt in the minds of the jobbers, dealers and consumers as to the situation which the manufacturer faces. The burden must be passed on. The retail prices must be raised.

Secretary Dushkind states that from all indications the campaign seems to be a complete success. The only thing that he is afraid of, he says, is that in some localities the retailers are going a little bit too far and are raising the prices somewhat too high, which he thinks may cause an unpleasant reaction.

The new prices of the chain stores have gone into effect on August 8, with the exception of New York City, where some of the brands of cigarettes will continue to be sold at the old prices for a few days longer, as owing to the peculiar conditions in the Metropolitan city, the readjustment of prices will be made gradually.

Some of the new prices which went into effect in the "United" chain and "United" agencies, and others were:

From 5 Cents to 6 Cents

"Lady Churchill Soberanos."

From 6 Cents to 7 Cents

"Ricooro Saratogas," "Ricoro Pacificos," "Ricoro Panetellas," "Palma de Cuba Coronas," "Palma de Cuba Londres Grande," Palma de Cuba Media Perfectos," "Palma de Cuba Req. Londres," "Palma de Cuba Maximo," "Benefacto Invincibles," "Capt. Maryat Invincibles," "Realidad Monarchs."

From 7 Cents to 8 Cents

"Ricoro Invincibles," "Orlando Boston Londres," "Mardi Gras Brevas."

From 3 for 25 Cents to 10 Cents

"Ricoro Cabinets," "Gales Governors," "Havana American Blunts," "Havana American Senators."

From 25 Cents to 30 Cents

Double packages of "Moguls," "Murads," "Luxury," "Melachrino," "Naturals," "Units."

After August 15 the following changes in retail prices will be in effect at all of the Schulte stores:

The following brands of cigarettes will be advanced from 10 for 12½c. to 10 for 15c., 20 for 25c., 50 for 65c., 100 for $1.25: "Sultans," "Laurens," "Makaroff No. 15," "Lepton," "Unis," "Cado," "Benson & Hedges Quality Fins."

Regular certificate values will be given on the above brands.

The following brands will be advanced from 10 for 20c. to 10 for 25c., 20 for 50c., 50 for $1.15, 100 for $2.25: "Contopoulo," "Condax," "Fifty-six," "Makaroff No. 25," "La Marquise," "Mignon," "Pera C," "Pera D," "Salaam," "Starr & Reed," "Vafiadis," "Twelfth Night," "H. P. W.," "Bud," "Benson & Hedges."

The following certificate values will apply on the above brands: Two certificates with each package 10s, 4 certificates with each package 20s, regular certificates with 50s and 100s.

"Nestor Imported Queens," 20 for $1.00 to 20 for $1.10, 50 for $2.50 to 50 for $2.75, 100 for $5.00 to 100 for $5.50.

"Nestor Imported Kings," 20 for $1.10 to 20 for $1.20, 50 for $2.75 to 50 for $3.00, 100 for $5.50 to 100 for $6.00.

"Nestor Imported Superfine Moyen Mince," 10 for 40c. to 10 for 45c., 100 for $4.00 to 100 for $4.50.

"Nestor Imported Extra Format Moyen," 10 for 60c. to 10 for 65c., 100 for $6.00 to 100 for $6.50.

"Grand Royal Little Cigars," from 10 for 18c. to 10 for 20c.; "Grand Royal Juniors," from 50 for 90c. to 50 for $1.00; "Terminals," from 10 for 15c. to 10 for 20c., "Hall's Panetelas," from 5 for 12½c. to 5 for 15c.; "Duplicators," "El Morello Perfectos," "Valiosa Cabinets," from 6c. to 7c., 25 for $1.75, 50 for $3.50; "Havana Straights," from 5c. to 6c., 25 for $1.50, 50 for $3.00; "Educator Perfectos," from 7c. to 8c., 50 for $4.00; "Monogram Conchas," from 4 for 25c. to 3 for 20c., 25 for $1.60, 50 for $3.20; "Monogram Brevas," from 3 for 25c. to 10c., 50 for $4.50; "Castilla Club House," from 10c. to 2 for 25c., 25 for $2.75, 50 for $5.50; "Bolsa Elites," from 3 for 25c. to 10c., 25 for $2.25, 50 for $4.50; "Bolsa Washingtons," from 10c. to 2 for 25c., 25 for $3.00, 50 for $6.00; "Grand Royal Aristocrats," from $9.00 per hundred to $10.00 per hundred; "Journalist Perfectos," from $9.00 per hundred to $10.00 per hundred; "Neuva America Perfectos," from 3 for 20c. to 3 for 25c., 25 for $2.00.

William A. Hollingsworth, proprietor of three retail establishments, one in the United States Rubber Building, one in the Woolworth Building and one in the Waldorf Building, this city, has sent the following letter to Mr. Dushkind, as secretary and counsel of the Tobacco Merchants' Association:

"Dear Sir:

"I, as chairman of the Retailers' Council, congratulate you upon the success of the campaign for better prices and living profits; and I offer to you my sincere thanks and appreciation for the work you have so ably accomplished.

"The campaign proved both timely and effective. It has given the retailer a new hope, and a greater confidence in the future. It has brought order out of chaos. It has organized the several detached bodies of retailers throughout the entire country, bringing from them a unity of action that has heretofore been termed impossible.

"It was especially pleasing to notice that the large chain stores were the first to put the new schedule of prices into effect. One can readily see why the heads of these concerns have become big men. They are always the first to adopt the newer system, the latest methods, and the most modern equipment.

"I am proud to have been associated with you in this enterprise, and though I am cognizant of the smallness of the part I played, I shall always regard it a great honor.

"I believe this is but the first of a series of the good things that will come of this campaign; the confidence that the entire tobacco trade has gained in organized effort will help to solve many of the future problems of the industry.

"The trade has learned the power of that twentieth century phrase, 'efficient organization.'

"Yours very truly,

"Wm. A. Hollingsworth."

Nicholas Ehrlich, president of the Retail Tobacco Association of Brooklyn, and a member of the Retail Council of the Tobacco Merchants' Association, writes the Tobacco Merchants' Association as follows:

"Gentlemen:

"I may report to you that the Retailers' Council has been receiving a large number of letters from individual dealers and retail organizations from various cities, expressing their appreciation of the good work you are doing to help in maintaining retail prices.

"The character and contents of the letters are very enthusiastic and encouraging.

"Permit me, gentlemen, in the name of the Retailers' Council, to congratulate you upon the splendid work and assistance that you gave us to build up a forceful and influential branch of your remarkable institution.

"Through your assistance we have branched out in 415 towns (in forty-two States). We have 900 members as special committees working for the maintenance of prices. With your splendid perfected machine you have demonstrated that it is possible to organize the tobacco retailers as well as retailers of any other trade.

"The evil of price-cutting in our trade is mostly due to lack of organization. It is true that we need more members, more retailers to join the Retailers' Council. The sooner the more members we get in, the easier it will be for us to solve the problem of price-cutting. It is a national evil and must be solved through a national organization.

"You are the only organization that has the means and resources of helping us build up a strong, forceful National Retailers' Council. For the short time of your existence you have accomplished very much for the tobacco trade in general, as well as for the building up of the Retailers' Council.

"Your present campaign for legitimate profitable prices in the retail trade is making remarkable progress among the retailers. Your wonderful effort and endurance in your persistent campaign through the press, committees and personal letters is showing remarkable results.

"Permit me, therefore, to congratulate you and thank you for the kind and effective work you have done in the last few months, in behalf of the Retailers' Council.

"The many appeals, letters and circulars you have directed to the retailers in the country, the educational campaign for more profit and better business in the retail trade will not be in vain. Your good work must and positively does bring good and speedy results.

"Very truly yours,

"Nicholas Ehrlich."

Last week the following circular letter was sent out by the Tobacco Merchants' Association of the United States, to something like 300,000 retail dealers in tobacco products:

"Fellow Retailers:

"By the time this letter reaches you the great retailing chain store systems will have raised or will be on the point of raising the retail prices of tobacco products.

"All standard goods will be sold at standard prices, thus:

"10-cent goods will be sold for 10 cents straight.

"15-cent goods will be sold for 15 cents straight.

"6-five-cent cigars will be sold for 30 cents, not 25 cents.

"3-ten-cent cigars will be sold for 30 cents, not for 25 cents.

"Double packages of 10-cent cigarettes will be sold at 20 cents, not 15 cents.

"Double packages of 15-cent cigarettes will be sold at 30 cents, not 25 cents.

"All excessive coupon features will be cut down.

"Now, Fellow Retailers, the chain stores, our most formidable competitors, have taken the lead in this movement for the betterment of the retail business; they have opened up the gates of higher prices and better and healthier trading conditions. It now remains only for us individual retailers to follow the lead, in order to establish fair retail prices and to secure a living profit on everything we sell.

"This action of the chain stores is an advantage of incalculable value to the entire individual retail trade. All we have to do to make this advantage permanent, profitable and secure, is to raise our prices, each and every one of us throughout the entire United States, to an even level with the new prices now being put into effect by the big chain stores. We must do this quickly, conscientiously, broadmindedly and unanimously.

"The great crisis of the retail price campaign has now been reached. The ultimate complete success or ignominious failure of this movement and of the very life and soul of the retail tobacco business now hangs in the balance; and whether the end is to be victory or defeat depends entirely upon the action which you and we and our fellow individual retailers will take at this time.

"The tobacco industry is and has been for many years suffering from a multitude of trade evils. According to some of the letters we have received, the writers appear to be under the impression that the industry can be freed of each and every ailment in a single stroke. This, of course, is beyond the range of human possibility. Even the price-raising feature alone cannot be entirely corrected in a single day. All these inimical conditions must be approached and corrected one at a time. In due course this association purposes to attack and to remedy every ailment of the industry and eventually many important improvements will be effected.

"Just now, however, let us concentrate all our efforts upon the first big step—profit-giving retail prices.

"Reflected in the letters to some of our correspondents is the belief that the retailers' only hope for better profits lies in the manufacturer, who they seem to think has the power of making the retailing of tobacco products more profitable. This is a mistaken notion, and the sooner it is discarded, the better.

"We all know that manufacturers are keenly appreciative of the fact that their success depends in a large measure upon the prosperity of the retailer, the man who stands behind the counter and hands out the goods to the consumer. The manufacturer fully recognizes the value of the distributor's friendship and interest, and he is just as anxious for the retailer to make a liberal profit as is the retailer himself.

"But we also know that the manufacturer has no power to control the retail prices. Almost invariably the price at which he intends his product to retail allows ample profit for the dealer. The trouble lies in the fact that the price at which the manufacturer intends the goods to sell is rarely kept up by the retailer, and it is the sharp competition and reckless price-cutting among the retailers that reduce their profits to a minimum.

"The retailer must necessarily work out his own salvation, and it is needless to say that both manufacturer and jobber are always ready to help him in every proper way that the rule of fair trading and the law of the land permit. But manufacturing costs are unprecedentedly high and are going higher and higher, and wholesale prices of tobacco products must continue to advance still further so long as

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THE SALESMAN'S CREED

By J. R. McCLESKEY

THE great majority of men who fail to accomplish what they should, can charge their failure to aimlessness—lack of a fixed purpose and fixed methods. Every man should have fixed in his thought a definite idea of what he wants to accomplish and then adopt a definite systematic method of reaching the desired end. In other words, have a fixed purpose in your work, know what that purpose is and know what route you are going to take to accomplish it.

Political parties adopt platforms, other organizations adopt creeds, business firms adopt policies, and why should a man not adopt a platform, a policy or a creed as a guide in his work as an individual? It matters not what you may call it, so long as you have it, and for the lack of a better name, we will call it "The Salesman's Creed," and here it is:

"I believe in the goods I am selling, in the firm I am working for, and in my ability to get 'results.' I believe that honest goods can be sold to honest men by honest methods. I believe in working, not waiting—in laughing, not weeping—in boosting, not knocking—and in the pleasure of selling goods. I believe that a man gets what he goes after, that one order today is worth two orders tomorrow, and that no man is 'down and out' until he has lost faith in himself and his Creator. I believe in today and the work I am doing; in tomorrow and the work I hope to do, and in the sure reward of right effort. I believe in courtesy, in kindness, in fairness, in generosity, in good cheer, in friendship and honest competition."

If each and every salesman would adopt this "Salesman's Creed" and live up to it in his daily work and life, you could not find type large enough to spell his SUCCESS. Let's analyze the "Salesman's Creed" a little and pick it to pieces, and see what we find in it.

"I believe in the goods I am selling, in the firm I am working for, and in my ability to get results."

It is an undeniable fact that the results you accomplish depend upon whether or not you believe what you say you believe. If you reverse this statement and say to yourself, "I do not believe in the goods I am selling, in the house I am working for, nor in my ability to get results," then you know it is past time for you to quit your job and get at something you have faith in, as well as faith in your own ability to do it.

Don't try to sell goods unless you believe they are good goods.

Don't work for a firm unless you believe it is a good firm.

Don't try to do anything unless you believe you can do it before you start.

Now, do you believe that "Honest goods can be sold to honest men by honest methods"? The man who does not believe this will never make a successful salesman or a successful anything else, in the end.

After getting a right foundation by having faith in your goods, in your firm, in yourself, and in honest methods, here is one of the most important qualifications that go to make a successful salesman—"I believe in working, not waiting; in laughing, not weeping; in boosting not knocking; and in the pleasure of selling goods." Persistent and systematic effort is necessary to accomplish success in anything. A cheerful spirit, a kind word, and a happy smile, get more orders than a grouchy, whining disposition that is always complaining about bad luck or poor business or something else that the customer does not want to hear about. Be a booster always, not a knocker. Do not knock anything—not even the weather. If it is a dark rainy day, try to make up for it by the sunshine and cheerfulness that you can radiate from within—you will sell more goods by so doing. There are three rules that should be adopted by every salesman who wants to be a real success:

First: Don't knock your competitor; if you can't speak well of him, keep your mouth shut.

Second: Don't misrepresent anything to a customer; if you can't sell your goods by telling the truth about them, get another job.

Third: Don't be a booze fighter; you can get along better without it than with it.

There may be days when we will have a little touch of discouragement in our work, but we all have the privilege and the intelligence to overcome discouragement when it strikes at us. Memorize this sentence, and when you are discouraged just get out in a ten-acre field or a vacant building somewhere, and say it over and over to yourself until you believe every word of it, and then go back to your work and see where your discouragement is:

"I believe that a man gets what he goes after; that one order today is worth two orders tomorrow, and that no man is down and out until he has lost faith in himself and his Creator. I believe in today and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward of right effort."

It has been said that, "Poets are born and not made," and in years past some people have held to the idea that "Salesmen are born and not made." However, just the reverse is true, that "Salesmen are made and not born." There is no man of ordinary intelligence who can read and write, who cannot develop in himself, in some degree at least, the qualities that go to make up a successful salesman, provided he has the desire. In fact, the man who will absorb and put into practice all that is contained in the "Salesman's Creed," will not miss the road to success very far.

We may not reach absolute perfection in salesmanship, but we do know that the degree of our success is in exact proportion to the effort we make in the right direction, and this encourages us to strive all the more; and in our striving we will find each day a better day, a more successful day, and a happier day, if we will carry with us continually, as we go about our work, the thought expressed in the closing sentence of the "Salesman's Creed":

"I believe in courtesy, in kindness, in fairness, in generosity, in good cheer, in friendship and in honest competition."

Making the Retail Tobacco Business Prosperous For All Time

By U. B. ERNEST

AT CERTAIN periods of my existence I have been brought closely in touch with retail cigar dealers of all sorts and descriptions, in large cities and in small towns. From my warped point of view at that time, I found most of them full of faults and none with virtues sufficiently apparent to warrant praise.

Let me impress on your mind that I am speaking now of the average cigar dealer, not the exceptional one; the tobacconist on the byways of a large city, in the small town and at the cross-roads. These are the chaps for whom I hold a brief, although it may not be apparent. Any criticism offered is well meant and should the shoe fit some readers of the TOBACCO WORLD let us hope that the effect will be to stir them to an analysis of themselves and to prove me a liar.

The retail tobacconist has been, for the past many years, largely blamed and widely condemned for the methods he employs in the conduct of his business. This has been said behind his back. To his face he has been "damned with faint praise" rather than with sympathetic criticism of a definite kind.

The serious position of the retail trade today is due in no small part to the lack of interest on the part of the manufacturer and jobber in the most important link in the tobacco industry. In this somewhat turbulent hour of our existence the retail cigar dealer is found dangling between hell and high water, and the cigar dealer is not the only retailer in the same position. None of them are uncomfortable by choice, but rather by neglect.

Personally, I am concerned with the circumstances surrounding his arrival in that somewhat undignified situation, but the vital need of the hour is to salvage him with as little loss as possible. Apparently the Tobacco Merchants Association has assumed this contract, and they seem to be meeting with success at this writing, the latter part of July.

Any organization which attempts to get half a million men, more or less, who haven't had every advantage in the world, and who are unorganized and afraid to trust each other, to agree to do a certain thing, even when it is for their own good, deserves success. The very fact that, raising prices will benefit their competitors, as well as themselves, seems to be considered by many retail tobacconists as a good and sufficient reason why they should not do it.

Many tobacconists would not be in that business if they could find an easier way to eke out an existence. Many men of education who have failed to succeed at their chosen work after a few years of half-hearted effort turn to life insurance as a certain meal ticket. No greater mistake is ever made. True, it has been the making of many a failure, but it is one line of business where only the closest attention, perseverance and an optimistic and cheerful disposition can succeed.

There are no figures at hand which I can quote, but I have sufficient information to say that at least 400 or 500 cigar stores change hands every month. In many cases these same stores change hands time after time. Often it is due to location, but more often to the failure of the purchaser to realize that he can get only as much out of his business as he puts into it—in most cases $50 or $100 in cash and the rest in notes—and that is about what he gets out of it, less the cash.

The average retailer is, for the most part, unwilling to profit by the experience of others—certainly an essential characteristic of success. A purchaser will take over a cigar stock composed chiefly of unknown or private brands and within a month will invest what little capital he has in more of them which the salesman assures him will net him a big profit and a quick turn-over. What the salesman ought to have said was a quick turn-over of the store—not the stock.

The great strides of the United States in industry and commerce have been due more to individual effort than to assistance rendered by the Government. This is true of most democracies. The best examples of efficient development of industry and commerce are to be found in countries with a monarchical form of government. Here the business of the nation is fostered by the Government, financially and otherwise. Co-operation in such countries is essential. Further, it is successful as this terrible world conflict emphasizes. The turning point for the allies began when they started to emphasize co-operation and co-ordination of the military and industrial forces of the nations engaged. Now practically one man speaks for each industry in each country. These few directors gauge the efforts of the allies as a whole, instead of the heads of all the firms in each of the countries gathering together and lifting up their voices in wild discord.

What is true in the case of the allies is also true in the retail tobacco trade. Every retailer has been fighting for his own existence. The experience of the failure or of the successful man has meant nothing to him. He has been, and is, fighting his battles for himself alone.

The Tobacco Merchants' Association's campaign is a step in the right direction. The prosperity of the retail tobacco trade is dependent in no small way upon the success of each individual dealer. And further than that, the prosperity of the cigar and tobacco manufacturing industry is above all dependent upon the prosperity of the retail tobacconists of the country.

The jobbers and manufacturers of the country ought to begin to realize that they must take a very definite interest in the retail tobacconist. They should encourage the formation of local retail associations and lend their co-operation to them. If they can help the retailer to become a more progressive dealer they will benefit because he will sell more of their cigars. I do not mean in any one particular store, but generally. Every nationally known brand will benefit in proportion to its distribution.

The situation in the cigar manufacturing industry is making it essential for the big factories to concentrate on a few brands, and to discourage the manufacture of private brands. This will have the effect of causing the jobber and dealer to concentrate their efforts on fewer brands, which will, I believe, prove profitable all around.

There are at the present time at least two large cigar manufacturing concerns whose salesmen are instructed to do more than sell the cigars to the dealer—they are trained

(*Continued on Page 20*)

Restricting the Tobacco Industry in England Due to War Conditions

THE restrictions placed upon the tobacco industry in England during the war and the appointment of the Tobacco Control Board, followed by further restrictions, should be food for thought for the tobacco trade in these United States. A long war or a difficulty in floating loans may produce a parallel situation at home. In any case the trade in this country will not have wasted time if they inform themselves of the lines of action in England as regards tobacco and cigars.

Herewith is produced from the August number of "Tobacco" (London), the tobacco restriction order of the Board of Trade, and the new maximum tobacco prices as ordered by the Tobacco Board of Control:

The tobacco restriction order (No. 2), 1917, dated July 11, 1917, made by the Board of Trade under regulations 2 F and 2 JJ of the defense of the realm regulations. (Consolidating and amending the order and instructions previously in force.)

Whereas, by regulation 2 JJ of the defense of the realm regulations the Board of Trade have the like powers as are given to the food controller under regulations 2 F to 2 J inclusive as respects any articles of commerce to which the powers of the food controller under those regulations do not extend, where it appears to the board necessary or expedient to exercise any of those powers for the purpose of encouraging or maintaining the supply of any such article which is required by the public or by any section of the public.

And whereas, by virtue of regulation 2 F these powers include powers to make orders regulating or giving directions with respect to the production, manufacture, treatment, use, consumption, transport, storage, distribution, supply, sale or purchase of or other dealing in or measures to be taken in relation to any article (including as to maximum and minimum price) and also include power by order to require all or any persons owning or having power to sell or dispose of any article or any stocks thereof to place at the disposal of the Board of Trade the article or the whole or any part of the stocks thereof as may be directed by the board on such terms as the board may direct and to deliver to the board or to any person or persons named by them the article or any stocks thereof in such quantities and at such times as the board may require.

And whereas, it appears to the Board of Trade expedient to exercise those powers as respects tobacco in manner provided by this order;

Now, therefore, the Board of Trade in pursuance of their powers under the said regulation and of all other powers enabling them in that behalf hereby order as follows:

1. All persons owning or having power to sell or dispose of any tobacco, manufactured or unmanufactured, which is on or after the date of this order at ship's side or in any bonded warehouse, shall place that tobacco at the disposal of the Board of Trade, and shall, if required, deliver the tobacco to the board or to any person named by them in such quantities and at such times as the board may direct.

2. No tobacco shall be delivered from a ship's side except into a bonded warehouse, and no person shall deliver or take delivery of any tobacco from any bonded warehouse without the consent of the Board of Trade, who may determine the quantity which may be delivered to such person at any one time.

3. No person shall buy, sell or do any act to cause a change of ownership in any unmanufactured tobacco lying in any bonded warehouse or at the ship's side without the consent of the Board of Trade, and any purported purchase, sale or other dealing contrary to this prohibition shall be void.

4. From and after the date of this order no person being a manufacturer of tobacco in a bonded warehouse or warehouses shall, without a permit issued by the Board of Trade, receive into that warehouse or those warehouses in any calendar month any greater amount of tobacco than one-twelfth part of the total amount received into that warehouse or those warehouses during the year ended December 31, 1916, except that if the amount received into any such warehouse or warehouses in any one month is less than the amount hereinbefore authorized so to be received, the amount which may be received into that warehouse or those warehouses in the next succeeding month may be increased by the amount of the deficiency.

5. When the Board of Trade gives consent to any person taking delivery of any unmanufactured tobacco, such person shall forthwith deliver to the Board of Trade a notice in the prescribed form, containing particulars of the nature and quantity of tobacco to be removed, the bonded warehouse from which it is to be removed, and the licensed manufactory or bonded warehouse to which it is to be removed, and any other information which the board may require, and the person taking delivery of the tobacco from warehouse or ship's side shall cause it to be removed direct to the licensed manufactory or bonded warehouse specified in the notice, and shall not allow it to pass into the possession of any manufacturer of tobacco other than the owner of the specified licensed manufactory or bonded warehouse.

6. Where any person applies to the Board of Trade for their consent to any of the transactions referred to in paragraph 3 hereof, such person shall furnish to the board such information as the board may require, and in particular shall state the name of the other party to the transaction, the amount and description of the tobacco affected thereby, the price or consideration and the place from and to which delivery is to be made.

7. From and after the date of this order and until further notice, a person shall not, without the consent of the Board of Trade, sell or offer for sale, whether wholesale or by retail, any tobacco, manufactured or unmanufactured, at a price exceeding by more than such amount as the Board of Trade may from time to time allow the price at which tobacco of the same description and in similar quantities and under like conditions affecting the sale or offer was sold or offered for sale by that person on the first day of May, 1917.

8. The Tobacco Control Board are hereby authorized to do all such things as may be done by the Board of Trade under this order, and all applications, returns, information and notices required to be made or sent to the Board of Trade shall, until further order, be made or sent to the Tobacco Control Board on their behalf.

9. No person shall knowingly make any false statement, return or representation to the Board of Trade or to the Tobacco Control Board relating to any information to be supplied under or for the purpose of obtaining any consent required by this order.

10. In this order the expression "tobacco" includes cigars, cigarettes and snuff.

11. Infringements of this order may be dealt with as summary offenses under the defense of the realm (consolidated) regulations.

12. The tobacco restriction order (No. 1), 1917, is hereby revoked as from the date of this order, provided that such revocation shall not

(a) Affect the previous operation of that order or anything duly done or suffered by reason thereof; or

(b) Affect any right, privilege, obligation or liability acquired, accrued or incurred by reason of that order;

(c) Affect any penalty, privilege, obligation or liability acquired, accrued or incurred by reason of that order;

(d) Affect any proceedings or remedy in respect of any such right, privilege, obligation, liability, penalty, forfeiture or punishment as aforesaid;

and any such proceeding or remedy may be instituted, continued or enforced, and any such penalty, forfeiture or punishment may be imposed as if such order had not been revoked.

13. This order may be cited as the tobacco restriction order (No. 2), 1917.

Signed on behalf of the Board of Trade.

(Signed) H. Llewellyn Smith,
Secretary.

July 11, 1917.

Pursuant to paragraph 7 of the tobacco restriction order (No. 2), 1917, the Tobacco Control Board hereby give notice that until further notice:

No tobacco, cigarettes, cigars or snuff may be sold on or after July 16, 1917, by retail at a price exceeding the price at which such goods or similar goods were sold at the same establishment under similar conditions on May 1, 1917, by more than the amount shown in the following schedule:

Prices ruling May 1, 1917:	Maximum Increase of Retail Prices Allowed on and After July 16, 1917. At the Rate of
Tobacco and Snuff.	
Retailed at or below 5½d. per oz.	1d. per oz.
Retailed at over 5½d. per oz.	1½d. per oz.
Cigarettes Manufactured in the U. K.	
Sold in packet, box or other container. Retailed at the rate of 4d. or less for 10. (The minimum average weight of this class of cigarette to be 29 to the ounce.).	½d. per 10
Retailed at over 4d. for 10, provided they are 2½ lbs. or over per 1000 cigarettes	1d. per 10
Sold by Weight.	
Retailed at less than 10d. per oz.	1½d. per oz.
Retailed at 10d. or over	2d. per oz.
Imported Cigarettes.	
No imported cigarettes will be allowed to be retailed at an increased price of more than	9d. per 100
except on cigarettes weighing over 2½ lbs. per 1000 cigarettes, when the increased price may be not more than	1s. per 100
Cigars Manufactured in the U. K.	
Cigars sold up to 3d. each inclusive	3s. per 100
" " " " 4d. "	4s. " "
" " " " 5d. "	5s. " "
" " " " 6d. "	6s. " "
" " " " 7d. "	7s. " "
" " " " 8d. "	8s. " "
Cigars sold over 8d. each (maximum)	8s. 4d. " "
Weight Whiffs	2d. per oz.

Individual cigars must be sold pro rata and in no case at a price exceeding the average price of each cigar when purchased by the box, except that the nearest halfpenny above the exact amount may be taken.

Imported Cigars.

No increase in price of imported cigars (other than those imported from British dominions, when the 10 per cent. increase may take place from July 16, 1917) beyond that charged on May 1 will be allowed before August 31, 1917.

After August 31, 1917, the price of imported cigars may not in any case be increased beyond 10 per cent. above the prices charged on May 1 (reckoning on the selling price per box of 100).

Individual cigars must be sold pro rata, and in no case at a price exceeding the average price of each cigar when purchased by the box, except that the nearest halfpenny above the exact amount may be taken.

Manufacturers and dealers are from this date prohibited from placing on the market any new brand of tobacco, cigarettes, cigars or snuff, from describing any existing brand by a new name, from altering the package of any such goods, or in respect of cigarettes from varying the weight per 1000 without the consent of the Tobacco Control Board being first obtained.

Where an article was on May 1, 1917, sold in packets containing different quantities the price of the larger packet may be increased pro rata to the new price for the smallest packet.

Adequate provision has been made for the necessary adjustments of the percentages of profit of the distributing branches of the trade.

Nothing in this schedule will be retrospective.

(Signed) Lancelot Hugh Smith,
Chairman of Board.
" Frank Towle, Major,
" Charles Duncan,
Members of Board.

Board of Trade, July 11, 1917.

English Paper Commission's First Orders

The Paper Commission's "fiat" is:

(1) No advertising or other insets shall be put into packets of cigarettes.

(2) No showcards or dummies shall be made or issued.

All we can say is, "Poor little boy, no longer will you be able to ask the smoker for cigarette cards." But seriously, the cigarettes will not be well protected. They will be no better preserved in the packet than "Woodbines" are. The consumer must use a case. That is all. It doesn't matter really at all, from the trade point of view, though some of our friends may contend that it does matter. No showcards or dummies! Well, window dressing will have to be "open," few articles displayed. Here is an opportunity for the ingenuity of the window dresser—rara avis—or of the tobacconist himself.—"Tobacco" (London).

Jack Turner has recently purchased the cigar and newsstand of Amos Caffee, in the Square, Carthage, Mo.

HAVANA LETTER

Havana, August 8, 1917.

THE arrival in our market of several prominent buyers from the United States has animated the market to a certain extent, and there have been several sales of low-land Vegas of Vuelta Abajo and also of Partido rezagos. However, it seems that until the tariff question, or rather the new tax that the United States Government is going to levy on the tobacco trade, is definitely settled, there will be only a small business done in Havana tobacco.

American manufacturers, and naturally the leaf dealers, too, do not know where they stand on account of the new tax, and they are afraid to go ahead and do any business while this matter is still undefined. The writer knows that the majority of the manufacturers in Tampa and other manufacturing centers, who usually make cigars in the dull season, which they carry in stock for the time when they have more orders than their output will allow them to execute, have been afraid to manufacture any stocks under the present conditions.

Manufacturers limit themselves to making only cigars which they can ship out immediately, in order not to be caught with any stock on hand when the new tax law goes into effect. This naturally cuts down the production of cigars and, consequently, the consumption of leaf tobacco. For the same reason leaf dealers are afraid to make any purchases for speculation, and all this together creates a very dull state of affairs for the Havana market. Up to now, to all this had to be added the absence of any stocks of old tobacco, or tobacco of any description, in the Havana market. However, the new crop is coming in fast now and a stock of tobacco is accumulating in all the warehouses.

Several thousand bales are coming in every week by boat from Vuelta Abajo and a large quantity arrives every day by railroad. Remedios tobacco is also accumulating, and there is now quite a considerable quantity in the hands of leaf dealers in this city.

A number of sales have been made of cigarette tobacco, such as Colas of Vuelta Abajo and Bote of Remedios, to cigarette manufacturers, and contrary to reports early in the season, which mention very low prices for these grades; the sales closed in the last two weeks have been at very good prices. Figures like $25 for Colas and $22 and $24 for Bote of Remedios, seem to be considered reasonable by buyers, and there are sellers unwilling to accept these prices. Early in the season there were parties who went around spreading the report that these grades would have to sell at figures which amounted to about just half of what is being paid now.

Sales during the fortnight aggregate 1887 bales, as follows: Vuelta Abajo and Semi Vuelta, 971; Partido, 461, and Remedios, 455 bales.

Buyers were: American, 461; exporters to South America, 449, and local cigar and cigarette manufacturers, 977 bales.

The arrivals were: Frank R. Diaz, of V. Guerra, Diaz & Company, of Tampa; Jose Lovera, of Jose Lovera & Company, of Tampa; Enrique Pendas, of Havana-American Company, of Tampa; Manuel Garcia, of Perfecto Garcia & Brother, of Tampa; Matt Wengler, of Wengler & Mandell, of Chicago; Archie Wengler, of Chicago; Joe Mendelsohn, of Mendelsohn & Borneman, of New York City; Joe Fernandez, of S. Joseph & Company, of Cincinnati, and Celestino Vega, of Celestino Vega & Company, of Tampa.

Oretaniv.

Tobacco for Our Troops Abroad

(From Our Washington Bureau)

Washington, D. C., August 13.

INFORMATION made public today by the State Department advises that the French Ambassador has delivered a message in which he declares that the French Minister of Finance has authorized the entry without payment of duties of parcels sent from foreign countries to soldiers of the American expeditionary corps. No other examination will be required than an identification of the parcel and the transmission to the destination as marked. The same facilities are extended to shipments made to wounded soldiers under medical attendance in hospitals.

Among the articles which may be sent over duty free are tobacco, cigars and cigarettes. These invoices are exempt from customs duties, statistic dues and, if any, internal revenue taxes.

Coincident with the receipt of the official notice of the raising of the duty bars, the Post Office Department begins its work of planning an adequate service to handle the great number of parcels which will immediately begin flowing from this country to France.

Tobacco and other matter for troops abroad, sent by parcel post, should bear postage at the rates designated for the eighth zone, and are limited to a weight of twenty pounds.

Mail addressed to members of the forces abroad should bear the complete designation of the division, regiment, company and organization to which the addressee belongs, as well as the name and address of the sender. **No attempt should be made to designate the location of the unit to which the addressee belongs.** The proper manner in which to address packages is as follows:

John Smith, Jr.,
Co. X, ——— Infantry,
American Expeditionary Forces.

The mailing of parcels addressed as above will result in their being sent to the post office at New York, where they will be prepared for shipment across the ocean. In France, provision has already been made for handling this matter as it arrives. Postal clerks have been sent abroad and will sort and send the mail right along to the various units in the field, and every assurance is given that packages and letters addressed in accordance with the form decided upon by the department will, barring accidents, be received safely by those for whom they are intended.

Tobacco intended for distribution among troops, where the sender has no individual recipient in mind, can be sent to the Red Cross or the Young Men's Christian Association or any other of the many societies that are looking after the comfort of the soldiers, any one of which will see that it is sent where it will do the most good; or it can be sent to hospitals abroad, or to the chaplains of the various companies.

According to reports received, tobacco and reading matter are by far the most popular things that can be sent abroad. Tobacco, of course, is the best liked, for it is at hand at any hour of the day or night and takes up but little room, whereas reading matter is useful only under favorable conditions and cannot always be carried everywhere the soldier goes.

Packages intended for shipment by parcel post should be prepaid at the eighth zone rate of twelve cents a pound.

Manila Offers

To
American
Smokers
a mild, free-burning cigar guaranteed by the Philippine Government to be of prime tobacco, hand-made in a clean, sanitary factory under the constant supervision of competent American Inspectors.

Manila
offers
to American dealers an opportunity to obtain a fair profit from a cigar trade growing wonderfully as the quality and character of Manila cigars are better known to smokers in the United States.

THERE IS MONEY IN MANILAS

List of factories and American importers furnished on application to

Manila Ad. Agency, 546 West 124th Street, New York

FROM OUR WASHINGTON BUREAU

THE Treasury Department has modified its decision that no information in regard to imports and exports should be given out by customs collectors to provide that such information in regard to specific commodities as may be available from the records may be furnished to trade papers, trade organizations and commercial boards upon request. No statement issued shall cover a period of less than one week, nor be given out less than one week after the close of the transactions covered by it. In no case shall such information be given at a time or in such manner as to disclose or indicate the name or the date of arrival or departure of vessels by which the merchandise was imported or exported, nor the name of the importer or exporter.

THE outlook is very poor for the passage of the bills recently introduced into the House of Representatives, providing for the addition of tobacco to the regular rations of the Army and Navy, to be issued to the men in quantities not to exceed sixteen ounces per month, in view of the recommendation of the general staff to the Secretary of War that it should not be added to the present rations. In view of the suggestion of the general staff, the Secretary of War has decided not to recommend to the President the addition of tobacco to the regular army rations, and it is probable that the same action will be followed by the Secretary of the Navy.

This proposition of which many officers are in favor, has been considered carefully in the various aspects of its effect upon the efficiency and contentment of the enlisted personnel of the expeditionary forces in France. It is desired to do everything that is possible for the welfare of the men serving abroad, and as there inevitably is the usual percentage of men addicted to the use of tobacco, it was suggested that this article very properly might be furnished free of cost instead of being carried, as now, as a part of the stores that are purchasable by the soldiers at cost.

The conclusion not to add tobacco to the ration was determined by the realization that such proceeding would create criticism on the part of tobacco opponents outside of the military service, who invariably would regard it as their duty to spring to the rescue of the young men that might be led into the habit of smoking.

THE American Red Cross has taken advantage of the recent offer of the Liggett & Myers Tobacco Company to donate, for the use of the American troops abroad, 500,000 "Fatima" cigarettes, 500,000 "Piedmont" cigarettes, 500,000 "Chesterfield" cigarettes, 10,000 five-cent packages of "Velvet," 10,000 five-cent packages of "Duke's Mixture," and 10,000 ten-cent plugs of "Star."

The acceptance of the offer at this time was occasioned by the receipt of a cablegram from Paris, to the effect that a previous shipment of smoking and chewing tobacco had been lost at sea, and asking for another supply immediately. The cablegram was as follows:

"Please arrange ship ten tons tobacco earliest date; 60 per cent. cigarette mixtures; 20 per cent. pipe tobacco; 20 per cent. chewing tobacco. For use of troops. No suitable tobacco obtainable here. Supply American tobacco exhausted. Y. M. C. A. shipment lost. Prompt shipment important."

THROUGH the medium of a letter to one of the local newspapers, addressed to the men of the city, a movement has been started toward the conservation of cigars and cigarettes, that the men who will soon be in the trenches across the sea may have tobacco.

The author of the letter is Mrs. Alice Underwood Hunt, widow of Governor Hunt, of California, who once went alone and unarmed over Ute Pass to hold council with unfriendly Indians, who had enever before allowed a white man to cross the pass and live.

In her letter, Mrs. Hunt suggests that men smoke every bit possible of their cigarette or cigar, instead of throwing it away half-smoked. By doing this, they would save considerable tobacco, and what they save could be sent to the soldiers abroad, to whom it would be a most welcome gift.

"I have been keeping my eyes on the ground for days," she wrote. "For example: In a few squares uptown, recently, I counted 171 cigarettes from one-quarter to three-quarters whole—enough to have made nearly 100 whole cigarettes. Also, many cigars, few of them more than half smoked. I paid no attention in either case to stubs. I have seen young men halting in groups to exchange greeting, light cigarettes and in a moment step in bank, office or car and throw the 'smoke' on the street.

"The poor man smokes his cigar, cigarette or pipe to a finish.

"I have read that one cigar saved by each smoker a day would give tobacco to the soldiers in the trenches. They need it. Cannot attention be brought to this waste, and men be induced, if not to a smokeless day, to some regular self-denial and care for the sake of his fellow-smokers at the front?"

Highest Prices For Wisconsin Crop

The buying fever has struck the Wisconsin tobacco district like a whirlwind during the last two weeks, with the result that practically every crop has been contracted for. The highest prices in the history of the trade are being paid to growers, ranging all the way from 15 to 25 cents straight. Buyers are paying up to 18 cents straight, taking all risk, while most of the sales at 20 cents or higher carry the proviso that the crop must be sound, and a lower figure is fixed for the damaged or inferior grades.

Buyers swept over the Wisconsin district in a wave, as many as five or six stopping at one farm in one day. There was vigorous competition in some instances, which sent prices soaring. Growers are elated over the prospect of the biggest returns the tobacco crop of this section has ever yielded. Some crops will bring in $300 to $350 an acre to the grower, if the leaf turns out an average weight. In case of a heavy yield, they may return as high as $400 or better—unheard of figures for Wisconsin tobacco. When it is taken into consideration that eight or ten acres is an average crop, it is plain that Southern Wisconsin farmers will likely be hit by the Government's excess profit war taxes.

The outlook for a wonderful crop continues favorable. A heat wave of a week's duration was not severe enough to do anything but good to the growing plants, and well-cultivated fields are not suffering as yet from lack of moisture. The weather now (first week in August) is cooler and the nights are conducive to growth. Late fields have picked up wonderfully and should be well matured and harvested by the time of the early frosts. A few crops are ready for topping, which will mean they will be harvested the latter part of August.

G. L. M.

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

For Sale.

FOR SALE—50,000 Sumatra-wrapped, scrap filler cigars, $23 per M.; 50,000 Florida-Georgia wrapper, Havana scrap filler cigars, $28 per M. Terms cash. Address Box 220, "Tobacco World."

CIGARETTE PLANT FOR SALE. BIG BARGAIN.

Modern plant for manufacture of Turkish cigarettes, New York City, can be bought very cheap. Owners entering other business. Two Ludington cigarette machines, fully equipped, several thousand boxes and attractive cartons, established brands, titles registered, good will, etc., etc. Terms very easy. A chance rarely offered for anyone desirous of entering the cigarette field. All communications confidential. Address Box 212, "Tobacco World."

FOR SALE—Twenty Universal Tobacco Stripping Machines. Address Machines, Box 214, care of "Tobacco World."

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. Friedman, 285-289 Metropolitan Avenue, Brookyn, N. Y.

WANTED TO BUY—Several hundred cigar molds, perfecto shapes with full heads and invincible shapes. Address Box 215, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 East 78th Street, New York.

Situation Wanted.

AN EXPERIENCED SUPERINTENDENT is open for position as superintendent or foreman with some reliable house. No small house considered. P. O. Box 242, Reading, Pa.

Prosperity for the Retailer

(Continued from Page 13)

to help the dealer sell them to the consumer. These firms are giving a service to the retailer. They are helping him—without charge—in the care and arrangement of his stock, in his methods of accounting, and most important of all in his methods of buying. This, if continued, will surely mean a widely increased distribution for the brands sold by these factories—and results have been sufficiently encouraging for them to increase the scope of their educational departments already.

The tobacco trade papers are doing much to help educate the retail tobacconist, but he seems loath to put much faith in what they say despite the fact that every one of them at one time or another publishes articles of vital interest to the retail trade, and certainly of great value if carefully read and analyzed.

As best I could I have tried to bring out several thoughts upon which emphasis has been laid in conversation with dealers, jobbers and manufacturers.

First.—The first step in the co-ordination of the tobacco trade is the co-operation of all its branches toward this end. I believe the Tobacco Merchants' Association marks a beginning of no small importance.

Second.—The co-operation of the retail trade itself by the organization of local associations where matters of vital importance can be discussed and decided upon.

Third.—Organized efforts by the manufacturers and jobbers to educate the retailer in sales and business methods.

Fourth.—It will help the work of the sales forces of the jobbers and manufacturers if the dealers will read at least one good trade paper. The time spent in explaining to each dealer this or that situation in the jobbing and manufacturing branches would be saved if the dealer would read some tobacco trade paper.

Unless signs fail I believe that there will be a great awakening in the retail tobacco trade—in fact, I may say it has begun. It is of vital importance to the industry as a whole that this work is carried on in an efficient manner, and if it is done there is no reason why the retail tobacconist should not grow successful and prosperous.

With care the plants in good ground will flourish while the weeds will be uprooted or die, which will be vastly to the benefit of the entire trade.

Philadelphia Notes

D. Harry Moulsdale, of Sanchez y Haya, Tampa, Fla., will visit the Philadelphia trade this week.

Yahn & McDonnell will announce a revision of prices on the retail and wholesale lines on September 1st.

C. W. Saunders, accompanied by Percival Myers, vice president of the Cortez Cigar Company, called on the trade last week.

The "WDC" and "Wellington" lines of William Demuth & Company were given attention in this city recently by Harry Boston.

Henry Ottenberg, the well-known Manila man, was in Philadelphia recently gathering in some good orders for the Philippine factory which he represents.

A. G. Bucher, of J. F. Portuondo, has just completed a campaign in the Middle West and is now en route to the Pacific Coast, where he will undertake similar work on the Portuondo brands.

Jeitles & Blumenthal are receiving such a volume of orders on the "Statesmen" brand that they cannot produce cigars fast enough to meet the demand. Every effort, however, is being made to fill orders as quickly as possible.

Leach & Company are carrying the "Lord Pryor" cigar in four sizes and are doing quite some business with this brand among the trade. The cigar is made by Charles Heilpern & Company. It is being displayed in the windows of both the Broad street store and at headquarters, Tenth and Chestnut Streets.

South African Grown Turkish Tobacco

The Trades Commissioner of the Union of South Africa in London has made inquiry at this consulate general to ascertain whether or not there is a possibility for marketing South African grown Turkish tobacco in the United States. He desires that American firms interested in this matter should write to him at the address given below, with as little delay as possible. Upon receipt of inquiries he will be pleased to supply full information as to the amount of tobacco now available for export from South Africa, with details as to quality, approximate price, etc. The address is C. du P. Chiappini, Esq., Trades Commissioner, Government of the Union of South Africa, Trades Commissioner's Department, 90 Cannon Street, London, E. C. 4.—"Commerce Reports."

War Revenue Bill Under Debate

(Continued from Page 9)

and that such a rate would be above the best revenue producing rate. Indeed, the experts of the Treasury Department united in expressing the opinion that a sixty per cent. increase in these rates would yield quite as much revenue to the Government as a doubling of the tax. On account of these representations and the strong array of evidence presented to your committee that the House rates would be severely burdensome to the industry, your committee was convinced that the rates proposed in the amendments recommended by it will be more equitable to the tobacco producer and manufacturer and would yield but slightly less revenue to the Government than the rates proposed in the House bill.

"The only other amendment to this title of the bill of importance is the one reducing the exemption from the tax imposed upon floor stocks of tobacco. It believes that the exemption allowed in the House bill is entirely too large and in some instances, especially in the case of small dealers, will amount to a full year's supply."

A last-minute amendment inserted by the committee to change a former amendment places a one-cent stamp tax upon all checks, drafts and certificates of deposit bearing no interest. The tax first proposed was to be placed only upon such checks when for an amount of $5 or more, but the committee later came to the conclusion that it should be placed upon all checks. "A similar tax was imposed and successfully collected under the Spanish-American War Revenue Act," it is declared. "At the present time in most of the belligerent countries such checks are taxed. In the opinion of your committee, there is no good reason why this source of taxation should be overlooked, and it would yield a substantial revenue to the Government."

The committee went deeply into its reasons for eliminating the customs tax of ten per cent. ad valorem, which the House bill contemplated placing upon all imports, in addition to any tax that might already be collectible under the tariff law. With the exception of about a score of articles enumerated in an exemption clause, every article, whether upon the free or dutiable list of the present tariff law, would, under the House bill, become subjected to the ten per centum ad valorem duty, in addition to the tariff duties imposed under the present law.

"This section of the House bill imposed an additional ad valorem customs tax of ten per cent. upon the three or four thousand articles now imported under the present tariff act, whether free or dutiable. It is estimated by the Ways and Means Committee of the House that by this tax the treasury of the United States would receive additional revenue amounting to $200,000,000. There is no estimate, however, of the amount that the consuming public would have to pay to the producers and manufacturers of this country as a result of this additional ten per cent. ad valorem customs duty.

"So sweeping a change as that proposed in this section of the House bill would have brought about many consequences which the committee thought clearly undesirable. Every duty levied in the existing tariff at a specific rate would at once have become a compound duty, partly specific and partly ad valorem, and thus would have become subject to all the administrative difficulties which result from the combination of specific and ad valorem duties.

"On a number of articles, both those now free and those on the dutiable list, if any duties at all are to be imposed for revenue, they should be specific and not ad valorem. Moreover, in some respects the proposed general

Where the Nation Meets

From everywhere come thousands at this season of the year to America's Playground, Atlantic City.

Here you'll find smokers from the North, smokers from the South, others from the West and smokers from the East.

No one denies BOLD the leadership in Atlantic City. BOLD out-sells them all, and Atlantic City is popularity's best test, and there, like everywhere, it's

BOLD "Above All"

BOBROW BROS.

PHILADELPHIA

15¢
A PIPE BLEND of five distinct kinds of Imported and Domestic tobacco—each kind alone having a delightful aroma and natural flavor without the slightest harshness.
Liggett & Myers Tobacco Co.

An interesting test for Harmony

JUST to doubly convince yourself of Harmony's unusual goodness, give a friend a "blind" pipe-load of Harmony without mentioning its name. As he smokes it ask him: "What do you think that tobacco costs me?"

Almost every man will guess a far higher figure than the price charged for Harmony.

Good tobaccos can cost only so much to make. A fancy selling price would add nothing to Harmony's quality. Because Harmony contains as choice tobaccos as can be grown. And these tobaccos are blended in such accurate proportions that they retain all of their natural richness and character *without loss of mildness.*

Harmony will prove to any pipe-smoker that "rich-mildness" can come only from a *blend* of good tobaccos.

Liggett & Myers Tobacco Co.

HARMONY
A PIPE BLEND

change would have threatened diplomatic complications. Again, there are a considerable number of commodities whose supply is inadequate to the demands of this country. As a striking example, the committee would refer to tin, of which only a few weeks' supply is at present available in this country.

"Notwithstanding all these difficulties, the committee endeavored to ascertain whether it might be possible to follow the general principle of a ten per cent. duty, applying it not universally, as proposed in the House bill, but over a selected yet fairly large list of articles, which might be subjected to a general advance without causing obviously undesirable effects such as would have resulted from any sweeping application of the plan. The committee caused to be prepared a list of articles now upon the free list, on which it might be possible to levy a duty of ten per cent., or specific duties equivalent to about ten per cent. It considered also the possible application of the same line of action to a limited range of commodities now dutiable, including a readjustment of duties upon manufactured goods in such way as to correspond fairly to an increase in the duties upon raw materials. An inspection of this plan, however, when worked out in detail, led the committee finally to the conclusion that no such action was desirable. With a few outstanding exceptions, the revenue to be expected from this line of action was either petty or was so much offset by undesirable business effects as not to be justified. After careful consideration the committee came to the conclusion that it was inexpedient now to undertake any horizontal advance of tariff rates, even of a limited kind. With the trade of the entire world temporarily under the most unsettled conditions in history, it is hardly the time to impose a system of taxation which would absolutely destroy the balance and inter-relations of our fiscal system."

The committee also recommended the placing of a stamp tax of one cent for each twenty-five cents or fractional part thereof paid for the transportation of parcel post packages weighing more than four ounces, and an increase in the first class postal rates of one cent an ounce on all matter except drop letters and postal or private post cards.

A Cigar Manufacturer With a Sense of Humor

In these days one hardly expects to find a cigar manufacturer with any sense of humor, but there is one at least. The other day a Philadelphia manufacturer was handed a letter addressed to his firm from a big wholesale grocery house, which handles his goods. Upon opening the envelope he found that the letter enclosed was addressed to the X Packing Company, and it was an order for a certain number of tubs of lard.

The manufacturer looked at it for a moment and then took his pen and wrote on the bottom of the order:

"We regret to say that we are not so fortunate as to be in the lard business. We hope that the X Packing Company is not so unfortunate as to be in the cigar manufacturing business."

Then he addressed an envelope to the wholesale firm and put the letter in it.

The Gross Cigar Company, of Nashville, Tenn., has recently reorganized with new officers and an increased capitalization. The new officers are M. T. Mallon, president; T. C. Eagan, vice president; Thomas G. Mallon, secretary and treasurer; John Gross, factory manager. The Board of Directors consists of M. T. Mallon, G. A. Bodau and Fred Kirschner.

Chain Stores Raise Prices

(*Continued from Page 11*)

the present economical conditions of the country shall continue. And even if the wholesale prices of tobacco products should decline, there would be no advantage to retailers, under the existing practices, for it has been demonstrated again and again that with every reduction of the price by the manufacturer there is at once a proportionate and frequently a bigger reduction by the retailer. It follows, therefore, that the retailer must work out his own salvation and the only hope of this salvation lies, not in looking for cheaper goods, which under existing conditions are impossible, but in charging higher prices for the goods that he sells.

"Retailers must raise prices and keep them raised; and not only that, they must not forget to impress upon their customers that further advances are almost sure to follow in the near future.

"Do not, we urge you, permit the old bugbears of fear and suspicion to stand in your way and throw their black shadow over the opportunity for prosperity which is now knocking at your door. Bear in mind the fact that your competitor is just as eager to get more money for his merchandise as you are. Don't be afraid of the customer who meets your demand for a higher price by telling you that he can get the same brand at the old price at another store around the corner. Ninety-nine times out of a hundred an investigation will show that this is only a trick commonly practiced by close traders and that the store around the corner is selling goods at the same prices as you are. Any such customers, that you may lose for the moment, will come back to you. And don't forget that if one does not come back there will be another to take his place who has left your competitor and has come to you for the same reason and in the same way.

"If each of you act in good faith and remain steadfast in your convictions, none of you will have fewer customers than you had before and all of you will be making better profits than heretofore.

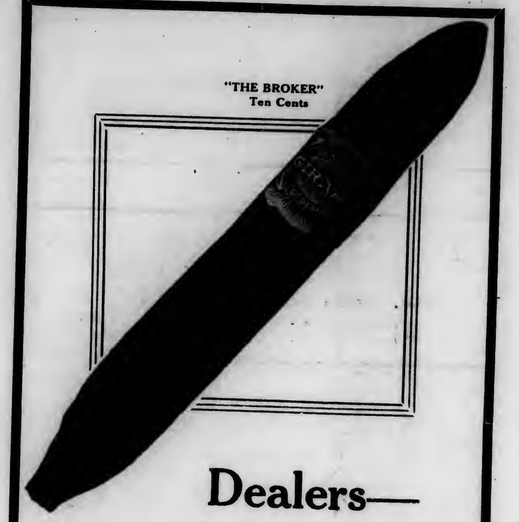
"Fellow Retailers, thousands of dollars, immeasurable thought and study and limitless effort have been expended in planning and prosecuting this price-raising campaign up to this crucial point. It if were to fail now it would never be undertaken again.

"So let us all get together and put our shoulders to the wheel for the final push.

"The big chain stores are now to take the step which we have all wanted them to take. They are now to set a pace with a higher-price schedule, after which undoubtedly they will sit back and observe the results.

"Let us give them no opportunity in future for placing the responsibility of inadequate retail prices upon the individual dealer. Let us at least be in a position to say in future, whatever the outcome of this campaign may be, that the individual cigar dealers of the country have done their full duty to the cause of better merchandising and have gone on record as making a unanimous and conscientious effort to lift the retail cigar and tobacco trade to a prosperous level.

"Let us make one grand supreme effort. Let us forego all petty neighborhood jealousies and suspicions. Let us abjure unnecessary quibbling over minor details and let us recognize only the one big fact, that our greatest competitors have set the pace for higher profits on the most popu-



Dealers—a word with you

If you are not handling the Girard cigar you are overlooking the *one best bet* in the cigar line.

The Girard is nationally famous among smokers as the "cigar that never gets on your nerves" and the "cigar that doctors recommend."

It is making a mint of money for dealers from coast to coast. There is a good healthy trade waiting for *you* in this remarkable cigar.

The Girard Cigar
Never gets on your nerves

These are the reasons behind Girard success:

First, Quality. Smokers who try the Girard keep on coming back for it. This is the test that counts.

Second, Square Dealing. Our guarantee of satisfaction goes with every Girard cigar. This means what it says. And we live up to it.

Third, Good Advertising. Our advertising in the big national magazines and in the newspapers is known as the most striking and forceful cigar publicity in the world.

The Girard retails at 10 cents and up—just put a box in your case or on your counter and watch results!

Drop us a line today about a trial order.

Address Department H.

ANTONIO ROIG & LANGSDORF

Established 1871 Philadelphia

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - 10 for 25c
Cado - - - - - 10 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
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Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Classified Column Page.
Try it.

lar and standard articles, which, as a matter of plain arithmetic, now gives us an opportunity of making more money on the goods we sell than we ever made before. Let us frankly, fearlessly and immediately revise our prices to the new schedule adopted by the chain stores, and after having done so, let us stand behind our schedule like business men, as firmly and immovably as the Rock of Gibraltar.

"Remember, the next few days will tell the whole story. The first great revision in retail prices is now in force. The big chain stores have raised their prices. You raise your prices to exactly the same point at once. Do not delay. Act now, stand firm; and this campaign for higher prices and healthier trading will be as good as won.

"Very truly yours,
"Retailers' Council of the Tobacco Merchants' Association."

Manila Cigars Gain Nearly Fifty Million First Six Months

Herewith is a comparative statement showing by months the number of cigars and cigarettes exported to the United States from the Philippine Islands during the first six months of 1916 and 1917:

CIGARS.

Month.	1916.	1917.
January	4,506,224	12,943,106
February	9,857,689	11,022,952
March	5,619,246	20,157,629
April	7,369,630	12,971,206
May	7,581,073	15,803,910
June	7,958,154	19,673,334
Total	42,892,016	92,572,137
Increase		49,680,121

CIGARETTES.

Month.	1916.	1917.
January	255,000	201,000
February	987,750	395,000
March	340,000	807,500
April	716,250	570,500
May	500,250	249,000
June	50,000	787,500
Total	2,849,250	3,010,500
Increase		161,250

Cincinnati Cigar Day, October 13

President Charles B. Wittrock, of the Cincinnati Cigar and Tobacco Merchants' Association, has stated that every manufacturer of cigars of importance in the country is to be asked to co-operate with the local organization in making Cincinnati Cigar Day on October 13 a big success. A general newspaper advertising campaign is to be conducted for some time before the date, and will be supplemented by appropriate displays in every cigar store in the city, as well as by other available means of publicity.

Manufacturers of cigars having a big distribution in Cincinnati and surrouding territory will, it is believed, be interested to such an extent that they will want the names of their brands prominently identified with the movement. Letters have been mailed, explaining the local situation and the aims of the committee in charge of arrangements. Despite the tendency to economize at the present time, it is believed that every live manufacturer should feel the need of proper advertising now in order to assure a maintenance of his output after normal conditions shall have been restored.

W. Perry, of Meridan, Miss., has recently purchased the "Smoke House" in Hattiesburg, Miss. He has installed Bernard Mapp, of Meridan, as manager.

Hawaiian Tobacco Winning Place in Markets

Tobacco growers' estimates as of June 30 indicate that the 1917 crop on the island of Hawaii will be about 50,000 pounds of cigar tobacco. The plantings are all in the district of Kona, between the towns of Hoopuloa and Keauhou. The intensive farming is at Keokea and Honaunau, a few miles south of Kealakekua Bay. The entire Kona district is devoted almost exclusively to tobacco and coffee growing.

Jared G. Smith, of Napoopoo, Hawaii, states that tobacco is grown there on about 80 acres this year. He says also:

"The industry has been in abeyance three years, earlier attempts having proved costly failures on account of insufficient capital and the difficulties attending the marketing of an untried product. The quality of the product, however, has proved to be all that the pioneer promoters of the industry believed it to be and there is now a steady demand for Hawaiian leaf. Because of the extremely favorable soil and climatic conditions along the west coast of the island of Hawaii, all tobacco grown there is silky and elastic, with good burning qualities. It has all the good qualities manufacturers demand in cigar tobaccos, and now that the experimental period has been passed, a great future is promised for the industry."

Kona wrappers have made a place for themselves in the domestic market. Methods of curing and packing the product are now better understood than in experimental years, and the same group of investors who started the first experiments are back of the new enterprises. Cigar tobacco has been grown spasmodically in Hawaii during the last nine years with varying success. Costly experiments, sometimes approaching disaster, are of extreme value in the reorganization of the tobacco industry of Hawaii.

The history of tobacco growing is an interesting page in the record of agricultural progress in the islands. The island of Kauai is credited with the first systematic attempt at tobacco growing in 1851. The first tobacco was really grown in the islands about 1813, by Don Marin, a Spanish immigrant. Hawaiians grew tobacco in small patches for local consumption. It was a very strong product.

At the annual exhibition of the Royal Hawaiian Agricultural System in 1851, J. R. Opitz, of Waimea, Kauai, sent the first lot of Hawaiian cigars made from island-grown tobacco, for which he was awarded a premium, as also for the best two pounds of cured tobacco.

The efforts of a company on the western side of Kauai Island were failures, the tobacco worm making destructive inroads into the small plantations. The leeward side of the island—Waimea—appeared to be best suited for tobacco growing.

In that early period, because of a dissolution of partnership and the departure of one of the partners for foreign lands, the tobacco industry lapsed. A revival was sought in 1870, but from that time until the establishment of the United States Experiment Station at Honolulu no attempts were made to grow tobacco for commercial purposes.—"Commerce Reports."

Panorama Picture of Havana Attracts Attention

Visitors to the office of Garrett H. Smith, 106 East Nineteenth Street, New York City, who is the United States and Canadian representative for the Compania Litografica de la Habana, are much interested in the panoramic picture which this firm had taken expressly for and dedicated to Mr. Smith, showing the harbor and entrance to the city of Havana.

Many of the interesting places in and about this well-known city can readily be distinguished in the picture, and taken as it has been, without cutting or additions to the original negative, is indeed a work of art.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA
BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD.
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

LIPSCHUTZ'S
44
CIGARS
"44 Cigar Co." Philadelphia

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Meeting 4th Tuesday of each month at Hotel McAlpin.

Second Sumatra Inscription

(*Continued from Page 6*)

Joseph Muer; A. Brinker, B. Berkowitz, of City of Straits Cigar Company.

From **Dayton,** O.:—A. Reddick; W. J. Lukaswitz; Morris Stern, of M. E. Stern & Company; M. Eisenberg; Eugene Schafer, of Joseph Schafer; Joseph Weinreich, David Weinreich, of Joseph Weinreich & Sons.

From **Cincinnati,** O.:—George M. Berger; Fred Miller; A. Haas, of Haas Brothers.

From **Cleveland,** O.:—J. C. Newman, of J. C. Newman & Company.

From **Lima,** O.:—Henry Wemmer, Otto Malchow, of Deisel-Wemmer.

From **Boston,** Mass.:—W. E. Waterman, James Porter, of Waitt & Bond; Richard Traiser, of H. Traiser & Company; William Fisher, of Ahles & Fisher; W. E. Batchelor, of C. C. A. Cigar Company; Robert Schubert; Carl Kaffenburg, of I. Kaffenburg & Sons; Levinson Brothers; Messrs. Driscoll and Fitzgerald.

From **Reading,** Pa.:—William Fleck, of Fleck Cigar Company; William Yocum, Howard Yocum, of Yocum Brothers; Clarence Kutz, of Rush Cigar Company.

From **Warren,** Pa.:—F. A. Steber, of F. A. Steber & Company.

From **Norristown,** Pa.:—F. W. Breiner, of W. K. Gresh & Sons.

From **Newmanstown,** Pa.:—John Witter, of John H. Witter; Frank Rader, of Ibach & Rader.

From **Mt. Carmel,** Pa.:—Walter Schloss, of Hillson & Schloss.

From **Womelsdorf,** Pa.:—H. F. Fidler.

From **Baumansville,** Pa.:—H. E. Imhoff, of H. E. Imhoff & Company.

From **Lancaster,** Pa.:—Ike Weaver.

From **Pittsburgh,** Pa.:—George P. Waidely, N. Goldfinger, of the Union-American Cigar Company.

From **Kingston,** N. Y.:—Phil Fitzpatrick, of Fitzpatrick & Draper; William Van Slyke, Tom Horton, of Van Slyke & Horton.

From **Binghamton,** N. Y.:—H. M. Zeldenbrust, Arthur Kent, of Geo. A. Kent & Company.

From **Syracuse,** N. Y.:—Justin Seubert, Jr., of Justin Seubert & Company.

From **Chicago,** Ill.:—Messrs. Newman and Gach, of Newman & Gach.

From **Evansville,** Ind.:—J. W. Carroll, representing H. Fendrich.

From **Fort Wayne,** Ind.:—Cooney Bayer, of the Cooney Bayer Cigar Company.

From **Mansfield,** O.:—H. Hautzenroeder.

From **Louisville,** Ky.:—Otto Eitel, of Eitel & Cassebohm.

From **St. Louis,** Mo.:—Fred Opp, C. P. Mattison, of Fred Opp Leaf Tobacco Company; Charles Rockel.

From **Denver,** Colo.:—William Solis, of Solis Cigar Company.

From **Dallas,** Tex.:—S. Eppstein, of E. Eppstein & Company.

From **Trenton,** N. J.:—S. Levy, William Jones, of Enterprise Cigar Company.

From **Tampa,** Fla.:—Harry Roberts; Matthew Berriman, of Berriman Brothers.

From **Baltimore,** Md.:—Milton Wertheimer, of Wertheimer Brothers; H. C. Pfaff, Adolph Bernhardt, of H. C. Pfaff.

From **Grand Rapids,** Mich.:—G. J. Johnson, Jr., of the G. J. Johnson Cigar Company; Lubetsky Brothers.

From **Davenport,** Ia.:—P. Jacobson.

From **Riverhead,** N. Y.:—Frank Nevins.

From **Collingswood,** N. J.:—John A. Kinney.

From **Newark,** N. J.:—Harry Lewis, of I. Lewis Cigar Manufacturing Company.

From **Canada:**—J. M. Fortier, Montreal; M. Hirsch, of J. Hirsch & Sons, Montreal; Mr. Presnail, Harper, Presnail & Company, Hamilton; Mr. Ambrose, of the Tuckett Cigar Company, Hamilton; Raoul and Armand Grothe, of L. O. Grothe, Limited, Montreal; E. A. Harris, of S. Davis & Sons, Montreal; H. Lotz, of Andrew Wilson & Company, Toronto; James Willing, of American Malaya Trading Company, Montreal; Max Elkan, of Youngheart & Company, Montreal; C. H. Spreiser, Montreal; John McNee, Sr., John McNee, Jr., London, Ont.

Tobacco Crop Normal in Richmond District

Reports made to the Federal Reserve Board in Washington, by the Federal Reserve Agent stationed in Richmond, Va., and covering the Richmond Federal Reserve District, show that the high prices prevailing and anticipated for tobacco will yield the farmers in that district enormous returns on their crops.

Business in the district continues under general satisfactory conditions, the volume apparently only limited by the difficulty in replenishing supplies, the report states. High prices seem to be a negligible deterrent on transactions, but inflated conditions invariably produce reactions. Expenses based on present conditions must eventually undergo revision and react to normal, hence there would appear to be urgent necessity for practicing and teaching economy.

While seasonal conditions are somewhat variable, they average about normal throughout the district, and crop conditions are reported generally satisfactory. Fertilizer sales are reported above normal, however, owing to the high cost of material. Tobacco acreage in this district is estimated at about the same as last year, with a slight increase reported from some sections. The tobacco market in South Carolina has already opened, the average prices being above even the high prices of last season. C. L. L.

The Tobacco World
Established 1881

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H. H. Pakradoonl, *Treasurer*
William S. Watson, *Secretary*

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Warehouse: Bird-in-Hand, Lancaster Co., Pa.

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Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

NEW REGISTRATIONS

SAN TELMO CREATION:—40,306. For cigars. July 17, 1917. San Telmo Cigar Co., Detroit, Mich.

SAN TELMO NEW CREATION:—40,307. For cigars. July 17, 1917. San Telmo Cigar Co., Detroit, Mich.

SUPERIOR LONDRES:—40,308. For cigars. July 17, 1917. San Telmo Cigar Co., Detroit, Mich.

GO WIN:—40,309. For all tobacco products. July 10, 1917. American Litho. Co., New York City.

NO. 258:—40,310. For all tobacco products. July 21, 1917. American Litho. Co., New York City.

NUMBER TWO FIFTY EIGHT:—40,311. For all tobacco products. July 21, 1917. America Litho. Co., New York City.

FORBES:—40,312. For all tobacco products. July 21, 1917. Julius Fernbach & Co., Chicago, Ill.

CAMP SHERMAN.—40,313. For all tobacco products. July 21, 1917. Pasbach-Voice Litho. Co., New York City.

HONOR NO. 258:—40,314. For all tobacco products. July 24, 1917. American Litho. Co., New York City.

JOE MONDAY:—40,315. For all tobacco products. July 23, 1917. S. Monday & Sons, Brooklyn, N. Y.

J. M. & J.:—40,316. For all tobacco products. July 24, 1917. Gunning Cigar & Tobacco Co., Chillicothe, O.

WOEHRMAN'S 307:—40,317. For cigars, cigarettes and cheroots. July 19, 1917. William Woehrman, St. Louis, Mo.

CAMP DODGE:—40,318. For cigars. July 26, 1917. Black Label Cigar Co., Des Moines, Ia.

TARVIA:—40,319. For all tobacco products. July 25, 1917. George Schlegel, New York City.

DETROIT'S COMPANION:—40,320. For all tobacco products. May 21, 1917. George Schlegel, New York City.

GUSTO CUBANO:—40,321. For all tobacco products. June 18, 1917. Wohl & Comstock Co., Chicago, Ill.

VERNAZA:—40,322. For all tobacco products. July 3, 1917. George Schlegel, New York City.

OUR ARMS:—40,323. For cigars, cigarettes and tobacco. July 21, 1917. American Cigar Co., New York City.

FRENCH COMMISSION:—40,324. For all tobacco products. May 31, 1917. George Schlegel, New York City.

BRITISH COMMISSION:—40,325. For all tobacco products. May 31, 1917. George Schlegel, New York City.

ENGLISH COMMISSION:—40,326. For all tobacco products. May 31, 1917. George Schlegel, New York City.

POILU:—40,327. For all tobacco products. May 31, 1917. George Schlegel, New York City.

WINGED GLORY:—40,328. For cigars, cigarettes and tobacco. July 16, 1917. Theodore Pappa & Co., Wilmerding, Pa.

ANZAC:—40,329. For cigars, cigarettes and smoking tobacco. July 31, 1917. Patterson Bros. Tobacco Company, Richmond, Va.

CANCELLATIONS.

MYTY-FYNE:—38,828. (U. R. B.) For cigars, cigarettes, cheroots and tobacco. Registered August 27, 1914, by American Litho. Co., New York City. Cancelled July 20, 1917.

U. S. ARMS:—40,280. (T. M. A.) For cigars, cigarettes and tobacco. Registered June 16, 1917, by American Cigar Co., New York City. Cancelled July 26, 1917.

Tobacco Products in British East Africa

Cigars, cigarettes, and tobacco in British East Africa and Uganda, accounted for $431,512 in 1916, against $426,334 in 1915—a very small increase. The cigarettes came principally from the United Kingdom, with about 5 per cent. from Egypt; cigars, from Holland, the United Kingdom and India; and tobacco, mostly from Holland. The bulk of the smoking tobacco used in the colony is a very cheap grade, sold in 3-ounce paper packages

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Mr. Frechie further states that any infringement of this title will be duly and thoroughly dealt with according to law.

Removal of Dutch Embargo on Tobacco

In order to assure the domestic tobacco factories of sufficient tobacco to keep their employees at work and to enable them to secure supplies on such terms as would not necessitate a raise in the price of the manufactured product an embargo was recently placed upon the exportation of manufactured tobacco from the Netherlands. In accordance with the wishes of the Government and with the approval of the Minister of Agriculture, Industry and Commerce, an association of tobacco importers, dealers and brokers has now been formed with the object of minimizing the losses sustained by reason of the export restrictions. Guarantees have been given that the desired amount of tobacco would be furnished to the domestic factories at fixed minimum prices, and upon conclusion of this arrangement applications for the exportation of raw tobacco to the United States were granted.

On July 3, 1917, the embargo was raised entirely, and now no license is required for the exportation of raw tobacco. It is understood, however, that the newly-formed association will collect a tax of 6 florins per 100 kilos ($1.10 per 100 pounds) on exported raw tobacco for the purpose of compensating those who supply tobacco to the domestic factories at less than the market price. For this purpose all exports of tobacco will be subject to the control of the new tobacco association.—"Commerce Reports."

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The TOBACCO WORLD

SEPTEMBER 1, 1917

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Volume 37 **THE TOBACCO WORLD** Number 17

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, SEPTEMBER 1, 1917 Foreign $3.50

Time Ripe for Retailers to Organize Their Local Cigar Dealers' Associations

WITH the approach of the fall season the retail cigar dealers of the country are looking forward to a busy period. If they have been influenced by the recent campaign of the Tobacco Merchants' Association for better prices they will probably make a larger profit on their businesses than for some time.

It is difficult to see, however, just how the retail prices can be established with any idea of permanency until the question of the war tax is decided, as that will determine just what prices the manufacturer will ask. And the manufacturer cannot say definitely yet what increases he will have to make.

Should the dealer have any doubt as to the necessity of a still further increase in the manufacturers' prices he need only to watch the leaf market reports. It seemed as if prices for leaf tobacco had reached about as high a level as possible and still be able to find a market for it. But all early reports indicate that this year's crop is going to bring higher prices than ever and for every penny a pound increase just so much is taken from the manufacturers' profits—and they cannot allow too much to be taken and still remain in business.

The dealer should, however, bear in mind that the manufacturers' prices will be increased as little as possible, but that this increase will have to be passed on to the jobber and to the retailer and finally to the consumer. Too great an increase will undoubtedly affect sales, as the retailer will have to increase the price to the consumer accordingly. Therefore the manufacturers generally will increase as little as possible in order to retain their volume of business and at the same time conduct their businesses at a living profit.

The United Cigar Stores in New York have returned to the old price of a double pack of fifteen-cent cigarettes for twenty-five cents. They agreed to raise this price to thirty cents, and did, but their competitors failed to do so. The failure of all to raise prices was the height of folly, because the average dealer with a small volume of sales cannot make a fair profit at the old price of twenty-five cents.

This would seem to emphasize the necessity for strong organization among the retail dealers throughout the entire country. This is a favorable time to issue a call and it is decidedly to the advantage of each individual that he become a member of a local retail association. Working together, each town and city can, through concerted local action, maintain the retail cigar business at a profitable level.

Where there is now no association any progressive dealer of reputation can with the help of two or three friends hold a preliminary meeting and take steps for organization. Once this is accomplished, there is no reason why a standard of prices should not be agreed upon and maintained. The fact that a dealer is a member of a retail association and living up to the agreements of that organization immediately raises him and his business to a higher level in the eyes of those who sell to him and who buy from him.

The local organization will benefit by taking membership in some sectional organization where the dealers of a number of cities and towns are represented. And it is to be hoped that the time is not far distant when the local and sectional organizations will grow strong enough to form a national organization in which will be represented the different sectional associations.

The manufacturers and jobbers will certainly be benefited largely by having the retail trade organized. It will, to some extent at least, do away with vicious cut-price campaigns on their brands, which not only hurt the pocketbook of the dealer, but injure the prestige of the brands affected.

The jobbers will reap a benefit from retail organizations, because it will enable slow-paying dealers to acquire better business methods and practices, thereby increasing their businesses and their profits, and thus putting them in a position to discount their bills instead of taking all the time they can get.

It certainly ought to pay any jobber anywhere to give some attention to organizing local associations in his territory. If the dealers in a town or city do not appear to be strong enough to get an organization together themselves, it might prove quite profitable in the long run for the manufacturer and jobber to give them assistance until they can establish their association and conduct it themselves.

There will always be some dealers who will not join an organization, but that need not cause any worry if the majority of the retailers come to an understanding. The manufacturer and jobber will eventually see the benefits of the association and will surely be more willing to support such a body than to condone the evil practices of a scattered few.

Unfair practices can be met best through organization. There is no surer way of placing a trade or business on a

(*Continued on Page 28*)

Imported Tobacco Shows Heavy Decline

A decided falling off in the importations of tobacco and its products for the month of June, 1917, as compared with imports for the corresponding month of 1916, is shown in the figures just compiled by the Department of Commerce. The importations of leaf tobacco for June, 1917, are over a million dollars less than for the same month of last year; this, it appears, is due to the falling off of importations from the Netherlands from $3,152,888 in 1916 to $167,458 in 1917, but part of this great loss is offset by an increase of nearly $2,000,000 in the imports from countries not itemized by the department.

The following table shows in detail the imports for June, 1917, as compared with those for June, 1916, and also contrasts the omports for the four fiscal years ended with June of 1914, 1915, 1916 and 1917. The comparison of imports for 1914 with those of 1917 is especially of interest, as 1914 was the last pre-war year. The figures for 1917 show imports to be approximately $2,000,000 lower than for 1914 on tobacco leaf suitable for cigar wrappers, indicating that, while the tobacco industry was hard hit by war conditions, with a great reduction in imports from the Netherlands, much of the loss has already been made up by greatly increased importations from other countries from which, before the war, but little tobacco was imported.

Articles and Countries From Which Imported.	Month of June. 1916. Quantity.	1916. Value.	1917. Quantity.	1917. Value.	Twelve Months Ending June. 1914. Quantity.	1914. Value.	1915. Quantity.	1915. Value.	1916. Quantity.	1916. Value.	1917. Quantity.	1917. Value.
Tobacco, and manufactures of:												
Leaf—												
Suitable for cigar wrappers..lbs...dut...	2,093,849	3,172,429	1,396,235	2,105,657	6,092,787	7,785,387	7,241,178	9,267,044	5,070,308	7,246,942	3,941,936	5,298,995
Imported from—												
Netherlands	2,082,435	3,152,888	195,365	167,458	5,846,504	7,453,746	7,061,943	9,024,853	4,963,761	7,079,788	2,426,322	2,949,668
Canada	2,688	2,642	3,563	3,821	24,372	20,999	81,206	75,192	23,496	22,638	70,091	80,583
Cuba	7,248	15,886	5,747	11,140	155,139	266,677	79,706	156,603	68,644	141,869	135,751	285,615
Other countries	1,478	1,013	1,191,560	1,923,238	66,772	43,965	18,323	10,396	14,407	2,647	1,309,772	1,983,129
All other .....lbs...dut...	5,316,777	1,855,542	4,038,325	1,745,639	54,014,725	27,243,668	38,523,550	17,889,621	42,943,027	17,372,126	42,194,411	20,182,984
Imported from—												
Germany					453,273	206,368	91,578	70,599				
Turkey in Europe					8,502,742	5,037,189	5,950,915	3,550,571	19,890	38,952	10,051	16,833
Canada	17,912	5,388	12,136	2,605	81,888	59,958	83,280	26,628	124,637	33,472	152,869	87,050
Cuba	2,166,205	1,000,254	2,112,234	1,391,998	26,617,545	16,118,480	21,987,848	11,102,561	23,920,259	12,010,861	23,417,539	15,186,842
Turkey in Asia					15,616,543	4,800,284	6,714,654	1,847,617			18,450	5,508
Other countries	3,132,660	849,900	1,903,060	343,306	2,742,734	1,021,389	3,695,275	1,291,645	18,878,241	5,288,841	11,894,637	1,824,770
Manufactures of—												
Cigars, cheroots, and cigarettes—Product of the Philippine Islands—												
Cigars and cheroots .....lbs...free..	120,031	159,344	164,823	195,120	901,836	1,370,890	941,219	1,311,305	1,081,840	1,369,836	2,069,429	2,464,638
Cigarettes .....lbs...free..	1,650	854	672	783	21,032	15,054	11,229	6,757	15,656	13,219	20,604	13,414
All other—												
Cigars and cheroots .....lbs...dut...	54,343	338,894	80,500	510,338	635,619	3,727,815	504,771	2,986,349	564,116	3,373,042	657,090	4,164,058
Cigarettes .....lbs...dut...	1,533	5,125	573	3,468	67,081	79,554	54,030	64,369	37,124	59,015	17,147	43,449
Total cigars, cheroots, and cigarettes .....lbs...	177,557	504,217	246,568	709,729	1,625,568	5,193,313	1,511,249	4,368,780	1,698,736	4,815,112	2,764,270	6,685,559
						164,493		132,791		135,555		132,337
All other manufactures of .....dut...		12,844		26,832								
Total manufactures of		517,061		736,061		5,357,806		4,501,571		4,950,667		6,817,896
Briar root or wood and ivy or laurel root .....dut...		51,464		124,715		241,493		334,552		457,537		589,607
		162,273		577,201		907,371		1,021,483		1,247,799		3,893,653
Cigarette books, covers and paper.dut...										123,363		118,407
Pipes and all other smokers' articles.. .....dut...		11,735		11,556		565,500		332,914				

Liggett Drug Chain Effect Increased Prices

THE last trench in the war against inadequate retail prices was captured last week, when the big Liggett-Riker-Hegeman chain system of drug stores announced that on August 20th they would institute an increased price schedule at all of their cigar stands During the prosecution of the campaign many retailers, while enthusiastically applauding the movement, pointed to the big drug chain system which has been a habitual price-cutter and was the most serious obstacle in the way of retail price reform. The stores of this system, which number thousands throughout the country, have fallen into line with the upward price movement, and this is, therefore, gratifying to all who have made the fight for better prices, and this action completely removes the last lingering doubt as to the complete success of the campaign.

It is further announced that on the same date, August 20th, the new price schedule will be effected in its entirety in the Greater New York and Boston districts. In the communities named, prices in a general way went up according to the new schedule; but there were one or two exceptions to the rule. In the case of double packages of fifteen-cent cigarettes, for instance, there were certain conditions existing, peculiar to these sections, that made it impossible to rearrange prices instantaneously. However, those who had taken the initiative in the actual raising of prices were acting in good faith and with as much expedition as the circumstances would permit. This is established by the announcement now forthcoming that on August 20th the entire schedule without any exception will be in full operation.

The officers of the Tobacco Merchants Association of the United States continue to receive congratulatory letters on the success of the movement. Space limitations prevent the publication of all these letters, but a few representative ones will suffice to show how keenly the trade appreciates what has been done.

Phillips & King, cigar dealers in Los Angeles, Cal., write:

"More power to you. We are with you with both feet. Let us know if we can do anything more to help than we are doing."

H. Martin Johnson, secretary of the St. Paul Retail Druggists' Association, St. Paul, Minn., writes:

"Your efforts to improve conditions of retail tobacco trade are greatly appreciated by the St. Paul Retail Druggists' Association, and at our last meeting we decided unanimously to use every effort to co-operate with the retail tobacco merchants. As far as St. Paul druggists are concerned you certainly can depend on us to fall in line to promote better conditions."

P. C. Holt, of the Holt Pipe Shop, Spokane, Wash., who is president of the Spokane Association of Cigar Dealers, writes:

"For your information I wish to inform you that the prices you quote in your retailers' council circular letter have been complied with to the letter in Spokane and all towns surrounding.

"Our nickel cigars are straight in all stores here; all the ten-cent cigars are straight.

"I am visiting the stores here regularly and watching them. The cigarette game was hard to change for a few, but they are coming to it. I hope you won't give up this work—it is the best move made in the history of the tobacco business in our country.

"You can call on me for Spokane work, as I think I am expected to do it anyway, as I have always done it."

The Sioux City Cigar Dealers' Association, Sioux City, Ia., has addressed a letter to cigar and tobacco dealers reading as follows:

"Recently the members of the Sioux City Cigar Dealers' Association voted that it would be necessary to raise the price on various brands of cigars that are listed so high to the retailer that no profit could be realized from selling them at five cents.

"The dealers adopted a schedule which has been in effect for over three weeks. The patrons are not complaining against the slight advance, and we ask you that you abide by the schedule and help the cigar men to realize a profit from their sales."

Perhaps the most practical tribute to the efficacy of the price-raising movement is the rush for membership in the Tobacco Merchants' Association by retailers everywhere. The association from the very beginning has had almost the unanimous support of manufacturers and wholesalers. It has had, too, the co-operation of many of the best retail merchants, particularly in the East. Since the price-raising movement was instituted, and especially since its successful outcome has been apparent, retailers from all parts of the United States are sending in their checks for $1 and applying for membership. It is almost literally true that the retail membership of the association is indeed increasing by leaps and bounds, and there is no question but that at the present time it has by far the largest enrollment of actual and active paid members of any organization in the tobacco trade.

At this stage of the campaign, with the first bridge successfully negotiated and safely crossed, it is most important for cigar store keepers everywhere to advise their customers that another marked advance in prices will be due in the near future. As soon as the war tax bill is passed, the United States Government will begin to exact additional taxes to the extent of something like $60,000,000 from the tobacco business. This advance, which is certainly coming, cannot come out of the profits of the tobacco business, as even with the slight advances achieved during the past two or three weeks the trade is in no position to stand this tremendous addition to its already large burdens of taxation. The additional tax will have to be passed along to the consumer, and the more generally the smoking public is prepared for the issue the more easily will the further increase in retail prices be put into effect. Every retailer is urged to make it his business to prepare his customers in advance for further increases which will have to be made in the near future.

GETTING THAT EXTRA NICKEL

OUR attention was called not long ago to the possibilities of the small retail store, and in this connection mention was made of a retailer who had a store with a depth of nine feet, containing a six-foot counter, over which he sells 100,000 cigarettes a month. His is not a corner location and in addition, he has plenty of competition.

The other day we made a trip to see him and to inquire what special inducements he offered in order to sell so many cigarettes. He said: "My cigarette business is heavy on all brands from five to twenty-five cents a pack. But with two nickel brands which are also put up in ten-cent packages I sell upwards of ten thousand a week of these two brands alone. I offer no inducements, but I do in six cases out of ten get a customer to spend ten cents instead of five. Watch how I do it."

A customer came in and asked for a pack of nickel cigarettes, mentioning the brand. He put a quarter on the counter. Quick as a flash the dealer was holding a five-cent pack and a ten-cent pack of the same brand in front of him. "Five or ten?" he asked. The customer hesitated and then said, "Ten."

We watched this performance for about an hour and in that time he actually sold fifty per cent. of the customers, on the two brands, the ten-cent package. And in three cases after the customer had his nickel on the counter, that little query, "Five or ten?" and seeing the difference in the two packages before him, induced him to go into his pocket for the extra nickel.

This is a good tip for any live dealer, but it takes quick work and persistent plugging.

CHEAP ADVERTISEMENTS FOR THE DEALER

WE attempt to look through about twenty-five weekly and monthly magazines each month. Some we subscribe for to read the advertisements, and some we buy to read the fiction. Naturally, we are deeply interested in the cigar, cigarette and tobacco ads.

This month we were particularly impressed with the style and beauty of the two-page center spread in an issue of Collier's advertising the "Fatima" cigarette. The dignity of the lay-out, the wording of the copy, could not have failed to make a deep impression with the cigarette smokers who read that magazine.

Every month there are a number of handsome pages of tobacco advertisements in color in the various magazines. It might pay any dealer to purchase a copy of a magazine containing such an ad., to tear it out and paste it on his door or window with a white strip above or beneath on which might be written, "WE SELL THEM." Ten or twenty cents is a very small sum to invest in advertising that is sure to bring results.

MARYLAND TOBACCO BRINGS HIGHEST PRICES

The fine grade of Maryland leaf tobacco sold at thirty cents a pound in the Baltimore market. This is a record price. Sharp competition between domestic and foreign buyers is given as the reason.

Domestic tobacco companies have been active here this season, because of inability to get tobacco from countries on which they have drawn for the leaf which goes into cigarettes and smoking compounds. A buyer said that the supply from Turkey and Egypt has been practically eliminated from domestic manufacture.

Competition with French and Dutch buyers who in the past have taken the Maryland crop has sent the price up. The crop is the largest in years.

CALL ISSUED FOR NORTHWEST RETAILERS

The retail cigar dealers' associations of Minneapolis, St. Paul and Duluth have sent out the following:

To the Cigar and Tobacco Trade of the Northwest:

Realizing that existing conditions in the cigar and tobacco trade call for serious consideration by the merchants engaged therein, in order to protect their investments.

And realizing further the dangers that threaten from without, due to the radical tendencies of would-be reformers as continually being made more apparent by their constantly increasing activities.

And also realizing that to successfully cope with these conditions the great merchandising industry which we represent must present a united front.

It seems to be the part of wisdom to prepare for whatever the future may have in store by perfecting a Northwestern organization of the trade.

To this end a mass convention of all persons engaged in or interested in the sale of cigars and tobaccos in the Northwest will be held in the Mayor's reception room, in the city of Minneapolis, on the fifth day of September (week of the State Fair), at 10 A. M., for the purpose of forming such an association.

The co-operation of cigar and tobacco jobbers and manufacturers is earnestly solicited.

Traveling salesmen are urged to aid in circulating this call by personally bringing it to the attention of their customers and by urging them to lay aside their regular duties for that day and help to swell and unify the forces upon which they must rely for future protection, as well as to participate in mapping out a program of action and selecting officers and committees who will faithfully execute the decisions of the organization.

No dealer is too small to be a part of this movement and none is so big that he can afford to overlook it.

This call was formulated at a preliminary meeting held at the Elks' Club, Minneapolis, on July 31st, which was participated in by representatives of the three local organizations now existing, viz., Minneapolis, St. Paul and Duluth, and is signed by the temporary officers chosen at that meeting.

Trade representatives attending this mass convention are requested on their arrival in Minneapolis either September 4th or 5th to register at Room 30, Hotel Nicollet. If it is your intention to attend please so state on enclosed addressed post card and mail as promptly as possible.

John B. Murphy, Temporary Chairman.
Fred K. Rowley, Temporary Secretary.

FRENCH MUST CUT SMOKING

A press dispatch from Paris, August 24th, says: Smokers are being warned by the Ministry of Finance that the day is coming when they can have only a fixed allowance of popular brands of tobacco and cigarettes. The supply is again deficient, and it is impossible to increase the output.

The chief cause of the trouble is the great increase in consumption since the war. The first half of 1917, compared with 1913, shows an increase of 1,386,000 pounds of cigarettes and 13,492,600 pounds of smoking tobacco.

GERMANY TO PROHIBIT SMOKING ON STREETS

According to "Die Morgen Post." of Berlin, the police in Germany intend to prohibit smoking in the streets, in view of the decline of tobacco stocks. The prohibition will be extended to the whole of Germany.

HEMENWAY & MOSER EFFECT CONSOLIDATION

The assets of five independent wholesale tobacco and cigar houses in as many cities of the Far West, one house in Spokane, have been taken over by the Hemenway & Moser Company, of Salt Lake. Application for the dissolution of the partnerships or associations of the present firms in Ogden, Butte, Spokane and Seattle have been made in the courts of the localities named, according to D. J. Hamilton, manager of the Spokane house, 427 First Avenue, Spokane, Wash.

The consolidation has a capitalization of $400,000, paid up. The officers are O. G. Hemenway, Salt Lake, president; John Moser, Salt Lake, vice president; John Milan, Jr., Salt Lake, secretary and treasurer, and the following directors: O. G. Hemenway, U. G. Moser, D. J. Hamilton and C. M. Lauer, of Butte.

Mr. Hamilton, after eight years' residence in Spokane, during which time he visited frequently nearly every town and city within a radius of 200 miles, goes soon to Seattle to be manager of the branch there, the territory embracing the State west of the Cascades and all of Alaska. The manager of the Spokane house has not been appointed, but Mr. Hamilton will be in charge there until his successor is named.

"UNITED" MAKING BIGGER GAINS

Edward Wise, president of the United Cigar Stores Company, regarding the prospects says:

"Notwithstanding the fact that our increased sales for the year 1916 were the largest in the company's history, totaling an increase of approximately $5,000,000, we have been able not only to hold this increase, but to add in the first six months of 1917 the sum of $3,444,193.

"The tobacco industry has always shown successive increases, and whether in period of world fluctuations or depressions the business as a whole has shown substantial gains.

"In the operation of the United Cigar Stores Company all substantial expense items show a material decrease in percentage. In addition to our employees becoming stockholders under a plan in effect January 1, 1917, they have been paid since that date $417,412 more wages in actual cash, and, irrespective of this fact, our wage percentage shows a decrease.

"Having anticipated the scarcity of merchandise and the upward trend of costs due to the war, we purchased ample stocks of merchandise on advantageous terms, the sales of which are now showing us good average profits and the consumer unusual values when measured by prevailing prices.

"The real estate department is in a most satisfactory condition, the net profits for the first six months of the current year showing a very satisfactory gain.

"There is every reason to believe that the balance of the year will show equally good results, our entire organization being fully keyed up to the opportunities for extension which the prosperous times offer, and which promise big results when taken advantage of in the spirit which has heretofore carried us successfully forward."

SOUTH CAROLINA LEAF PRICES HIGHER

The South Carolina tobacco market opened with a very strong tone, notwithstanding the unusually large crop, according to advices by tobacco men. Prices were about two cents higher than last year, when prices were high.

The opening prices in the South Carolina market are always taken as a forecast of Burley prices, and would indicate higher prices than last year on all grades.

Boosting the Dealer's Sales

MANUFACTURERS continue to back up their jobbers and dealers with national magazine advertising. With the opening of the fall season this will naturally increase until Christmas. The dealer will get the most out of his business by being awake to the amount and character of advertising done on different brands. It is impossible to trace the sales to consumers, but the fact that the advertising continues indicates that the results have been found satisfactory.

You, Mr. Dealer, can keep yourself informed as to the cigar, cigarette and tobacco advertising, in the more prominent national magazines, by reading this column in the TOBACCO WORLD each month. Remember, Mr. Dealer, this advertising is done for your benefit. The manufacturer cannot profit unless you profit. This advertising is done to help increase your business and your profits.

The cigar, cigarette and tobacco brands advertised in some of the better known magazines, issued during August, are as follows:

American
Bull Durham (cigarette and pipe tobacco), one page.
Omar (cigarette), one page.
Tuxedo (cigarette and pipe tobacco), one page.
Velvet (cigarette and pipe tobacco), two-thirds page.
Lucky Strike (cigarettes), two-thirds page.

Review of Reviews
Murad (cigarettes), back cover.

Life (August 30th issue)
Omar (cigarettes), one page.
Herbert Tareyton (cigarettes), one-eighth page.
Egyptian Deities (cigarettes), one-quarter page.

Scribner's
Murad (cigarettes), inside front cover.

Sunset (Pacific Monthly)
Murad (cigarettes), inside back cover.
Fatima (cigarettes), two-thirds page.

Theatre Magazine
Murad (cigarettes), inside back cover.
Pall Mall (cigarettes), one page.
Egyptian Deities (cigarettes), one-half page.

Popular Science Monthly
Lucky Strike (cigarettes), one page.

Literary Digest (August 25th issue)
Prince Albert (cigarette and pipe tobacco), one page.
Herbert Tareyton (cigarettes), one-eighth page.

Metropolitan
Murad (cigarettes), inside front cover.
Velvet (cigarette and pipe tobacco), one-half page.
Tuxedo (cigarette and pipe tobacco), one-half page.
Lucky Strike (cigarettes), one-half page.
John Ruskin (cigar), one-eighth page.

Saturday Evening Post (four issues)
Tuxedo (cigarette and pipe tobacco), one and one-half pages.
Harmony (cigarette and pipe tobacco), one-half page.
Velvet (cigarette and pipe tobacco), one-half page.
Prince Albert (cigarette and pipe tobacco), inside back cover.
Robert Burns (cigar), one-half page.

Collier's (four issues)
Lucky Strike (cigarettes), one and one-quarter pages.
Chesterfield (cigarettes), one page.
Fatima (cigarettes), two-page center spread.
Prince Albert (cigarette and pipe tobacco), back cover.
Tuxedo (cigarette and pipe tobacco), three-quarters page.
Velvet (cigarette and pipe tobacco), one-half page.
Harmony (cigarette and pipe tobacco), one-quarter page.
Robert Burns (cigar), one-half page.

Leslie's (August 30th issue)
Prince Albert (cigarette and pipe tobacco), inside back cover.

Some Phases of the Clerk's Job

By JOHN ALLEN MURPHY

THE essential task of all those engaged in distribution, from the manufacturer down to the retail clerk, is to attain the good will of the consumer. That is the absolute net of what they are trying to do. Therefore, they all should have some first-hand information as to how the consumer buys. They should know something of the actual "business," to use a stage expression, that is gone through in making a sale. All the factors that influence the sale should be carefully studied.

About the first fact that impresses itself on the observant clerk is the kaleidoscopic quality of human nature. There is almost no end to its variableness. I always had the idea that after the outer veneer was penetrated people are very much alike, but after I had been selling goods across the counter for a few weeks I discovered that this impression had strayed far from the truth. Folks may be alike in many ways, but when they come to buy goods they certainly are not. That is the one time they feel privileged to indulge all the peculiarities of their nature.

This much is true, however: most persons can be classified according to type. But there are any number of these types, and the average clerk is not able to classify properly his prospects as they approach him. This is one of the causes of so much mediocrity in retail salesmanship.

For instance, there is the sensitive buyer, who is diffident in stating her requirements. She is easy to sell; so much so, in fact, that she is likely to go away with merchandise with which she is not fully satisfied. There is the careless, slipshod buyer that will take almost anything. Then after she gets home she will find fault with her hasty selection and bring it back for exchange. Some buyers that come into a store are extremely friendly to the clerks, while others are austere, and have to be handled with the greatest tact. Sometimes the affable shopper is very critical of the merchandise, and, on the other hand, the haughty, stern buyer is easy to please. In the course of the day's work the clerk will have to wait on talkative customers and taciturn cus-

(*Continued on Page 21*)

EDITORIAL CHAT AND COMMENT

THE CURSE OF THE SPECIAL DISCOUNT

RETAILERS as well as jobbers are very prone to try to secure a special discount in one manner or another without ever stopping to see just where the step is going to take them. When the manufacturer gives it to the jobber he is making for himself no bed of roses; he is piling up trouble, and profits on his brand are affected all the way down the line.

There are two sides to every argument, but we are arguing first and last for the welfare of the retailer, and the best interests of the retailer, as well as the jobber and manufacturer, are served when standard prices are maintained.

Here is an example:

A jobber in the Middle West takes on a well-known brand with the understanding that he gets an extra discount. Does he put that in his pocket? Sometimes, but sometimes not, particularly if he is not highly conscientious. In the latter case, in order to get more business, he passes part of the discount on to certain of his retailers. And the retailer, while needing the extra profit badly, thinks he will get still more profit if he cuts the price a bit and passes that discount on to the consumer—and the trouble starts. Other dealers who do not get the discount and who cannot afford to make the cut get after the manufacturer; the manufacturer gets after the jobber, and the jobber goes back at the retailer. In the meantime a war develops on the brand, with the result that the wise retailers throw the brand out instead of trying to compete. Those who stay in the fight keep on cutting until they find it unprofitable, and then they throw the brand out, too.

The rape of a fertile field has been completed. The manufacturer has seen the prestige of his goods shot to pieces, temporarily at least, in that territory. Further, he is out a profit equal to that extra discount. The jobber has lost what might have proven a profitable account if handled legitimately, and, in addition, he has probably made some lifetime enemies out of what were once good customers. Some of the retailers have lost customers through their failure to carry the brand, and, in addition, their pocketbooks have suffered through the unprofitable price-cutting business.

Avoid the thought of asking for a special discount as you would the devil. Don't tempt the manufacturer into establishing a precedent that may sweep away the prestige of his brand or worry him into an early grave. If you are satisfied that you are paying no more than any one else for the brand, sell it at the standard price and be satisfied. You can be assured that if you can get a special discount there is a very great probability that some one else can. And in this day the manufacturer cannot give very many special discounts without having to take it out of the cigar in one way or another.

The best way to obtain a fair profit is to see that you obtain a fair profit. Unless you are a professional price-cutter, the minute you start that business you are cutting the purse strings of your profit bag.

When you hand out a special discount, let the form be whatever it may, you are handing out a boomerang that will eventually come back and pat you on your temple of thought with such force that your temple may discontinue the thinking business temporarily.

There are hundreds of legitimate ways to sell goods, and no progressive and alert manufacturer, jobber or dealer needs to stoop to cutting prices to sell a meritorious product.

THE RETAILER WILL PROSPER IF HE WORKS

IF the war continues for a great length of time it is very probable that the cigar, cigarette and tobacco production in this country will exceed any figures in the history of the industry. The experiences of other countries engaged in the great conflict indicate that the men at the front do more smoking than in ordinary times. The thousands of "tobacco funds" organized in different parts of the country assure the soldiers abroad of large and steady supplies during the duration of the war, and undoubtedly there will be more smoking per soldier than there would be if the man were at home following his ordinary occupation.

Now the retailer inquires how all this helps him, because, he argues, the purchases by the "tobacco funds" are made either from jobbers or manufacturers direct. Well, we grant that, but here is another phase of the situation.

We were standing in a small retail store the other night when a workingman, possibly fifty years old, came in and asked for fifty sacks of a certain brand of smoking tobacco. The retailer, of course, did not have the entire order in stock, but said he would get it the first thing in the morning. The purchaser asked if he would put ten packages of cigarette papers with the order and send it to a certain young man with the American expeditionary forces, naming the company and infantry division.

After he had paid the bill and gone out the dealer spoke up and said: "I know that chap. He used to come in here every night before he joined the army, but that's more tobacco than he bought off me in two months."

We suggested to the dealer that he had probably bought during the day wherever he happened to be; that this was a chance for him to concentrate all of that man's business in his own store. So we suggested that he ask the boy's father if he could not send him a package once a month. And we saw no reason why he should not suggest to the parents or friends of other customers who had joined the service that they contribute toward a monthly package of cigars, tobacco or cigarettes to be forwarded to France or wherever the man might be. The packages could be made to fit any pocketbook and would certainly be appreciated by the soldier or sailor.

It seems to us that the retail dealer has an opportunity to do a larger business than ever before, and with the readjustment of prices he will enjoy adequate profits and a prosperous business if he is willing to work. By soliciting personal orders for tobacco to be sent to the men in the service the dealer can easily double the business that formerly came from the men when they were home. Don't wait for this business to come to you—**go get it.**

HAVANA LETTER

Havana Office: Perseverancia 8
Carlos Wintzer, Representative

Havana, August 21, 1917.

BUSINESS in our leaf market during the past fortnight has been quite animated, owing partly to the number of large American buyers in town, as well to a great extent of the purchases made by the Cuban Land and Leaf Tobacco Company, and which as usual has set the ball rolling for Vuelta Abajo and Partido tobacco. It is said that this concern has bought about two-thirds of this year's Vuelta Abajo growth. Our cigar and cigarette manufacturers have likewise entered the market lately, therefore the total of the sales is beginning to be more in harmony with the custom of former years, although still far below in the number of bales, owing to the continued uncertainty about the tobacco war taxes in the United States. Until this matter has been definitely settled, no big business can be expected, as dealers and manufacturers are cutting down their requirements.

However, we think that all good vegas of Vuelta Abajo, Semi Vuelta and Partido will not go begging, and that the demand will be equal to the supply, judging by the present call for them, and that the ruling high prices may continue unabated. A few packers of Partido have already closed out all of their holdings, while on the other hand other dealers appear more willing to sell the lower grades of resagos separately, without insisting that the buyer should take the upper grades along, or a certain running lot, as formerly was the case.

The position of Remedios is still uncertain, packers and dealers having very exalted ideas about the future ruling prices for first and second capaduras, but as the period of purchasing these grades has not arrived yet, it is best not to worry unnecessarily about the coming figures, as the buyers will have a word to say as to what prices they can afford to pay. The low grades are selling slowly to our cigarette manufacturers at relatively high prices, although as this is not the season for big orders of cigarettes from the country, manufacturers are in no hurry to stock up with leaf more than the demand requires. Reports have been spread that the crop is considerably smaller than last year, but we beg to differ from them, as, according to our information, the quantity will be about the same as in 1916. As there is a scarcity of labor in the country the escogidas are working only very slow, and for this reason the receipts from the country may continue during the balance of this year, or possibly even later still, as we were told by a reliable source.

Weather conditions will be closely watched henceforth, as the time has arrived to prepare the fields for the next crop. If the conditions should be favorable to obtaining early seedlings, so planting might begin some time in October in order to get a temprano crop, there is no fear that the veguеros will not try to raise a big crop, as the good prices realized this year are a big incentive to do so. Of course, what Dame Nature may have in store for us is still an unsolved problem. After so many poor and unsatisfactory crops the chances are in favor of at last getting a large and good crop next year.

Sales during the last two weeks totaled 14,542 bales, which divided represented: Vuelta Abajo and Semi Vuelta, 1868; Partido, 5315, and Remedios, 1359 bales.

Buyers were: Americans, 6130; exports to Sweden, 595; shippers to South America, 404, and our local manufacturers of cigars and cigarettes, 7413 bales.

Receipts of Tobacco From the Country

	Two Weeks Ending August 9, 1917.	Since January 1, 1917.
Vuelta Abajo	19,249 bales	55,261 bales
Semi Vuelta	1,432 "	4,565 "
Partido	2,583 "	12,088 "
Remedios	11,854 "	39,772 "
Totals	35,118 "	111,686 "

Exports of leaf tobacco from the port of Havana for two weeks from July 30th to August 11th totaled 7295 bales, and which were distributed to the following countries: To all ports of the United States, 6651; to Canada, 234; to the Canary Islands, 6, and to South America, 404 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals: From New York—Otto Sartorius, of Sartorius & Company; Marcelino Perez, of Marcelino Perez & Company, and Ted Smith, of Hinsdale, Smith & Company.

From Tampa—Facundo Arguelles and their foreman, Joaquin Flores, of Arguelles, Lopez & Brother, and Jaime Pendas, of M. A. Gunst & Company.

From Key West—A. W. Arnold, president of Mi Favorita Cigar Company.

From San Francisco—David Frankel, of Frankel, Gerdts & Company.

Departures: To Chicago—Matt Wengler, Archie Wengier and Walter Sutter.

To New York—Otto Sartorius and Marcelino Perez.

To Tampa—Frank R. Diaz, Enrique Pendas, Celestino Vega and Jose Lovera.

Cigars

Business in general is quiet, although our large factories, having received good orders from Great Britain lately, are working well, notwithstanding that orders from the United States are only limited, pending the war contributions to be settled yet by the United States Senate and Congress. There is a good demand from Spain, while all the other countries have not recovered from their lethargic sleep, and are calling for small quantities of cigars still.

Reomeo y Julieta are very busy indeed, as they are employing 800 cigarmakers. They shipped to Spain this week 320,000 cigars, and have large orders from Great Britain and other countries. They bought 5000 bales of this year's Vuelta Abajo crop.

H. Upmann is making excellent cigars, having secured the finest raw material of last year's and this year's growth, and while business is not rushing yet, we predict a big trade later on.

Punch has received splendid orders from the United Kingdom, while trade with the States is fair.

Sol and Devesa de Murias are always getting some orders from its steady customers all over the world, as they prefer the mild and aromatic quality of its cigars.

Partagas is doing a big business just at present. Por Larranaga received good orders from its British customers. Hoyo de Monterrey has not lost its customers in the United States. La Corona factory is very busy.

The exports of cigars from the port of Havana for the month of June, as per our custom house returns, were as follows:

(*Continued on Page 22*)

PHOTOGRAPHING THE WINDOW

EVERY window display contest or extraordinary occasion, with store windows in finest trim, shows the importance of show window photography.

Especially is this true when your window front has won the blue ribbon in some local or dealers' specialty contest. It is well that in these days of keen business competitions one can stop and indulge in a good-natured contest to outvie his neighbor in the effective method of displaying our wares.

While the store window displays of the big department stores are often suddenly announced and few minutes given for their setting, the windows of smaller stores represent hard thinking and sometimes days of concentrated effort to bring them to their present state of excellence.

It is said, "A thing of beauty is a joy forever," and when one realizes how few days determine the period of the show window exhibit, the desire to retain some material evidence of the achievement causes us to seek the services of a photographer and the satisfaction thus gained more than offsets the expense.

There are times when the services of the photographer cannot be secured and the picture must be taken by the window trimmer himself. The scientific principles of photography are known to almost every one. It matters not whether the plate be exposed under the sea or from the height of the aeroplane, the contrast of lights and shadows makes the picture in all cases.

The methods of taking pictures by daylight and sometimes by flashlight are the best known to amateurs. However, to secure perfect pictures of your show windows, the pictures must be taken at night. The exposure of the film or plate should be a time exposure, and, while the window must have good lighting, the means of illumination must not be visible to the lens of the camera. The points of success or failure in picture-making are few, yet those few demand great patience, persistency and thoroughness in detail. Choose an evening when there is no wind—for the wind will jar the camera and make a blur of the picture. Before you take your picture, review your window; go over every part of its composition, then go over it again. Look at it from across the street; inspect it near to; look for even balance in the mass of display; look for symmetry in arrangement and proper spacing. Do not be fearful of vacant places on the window floor, as these add to, rather than detract from, the neat and excellent trim.

Look for balance of color. Red labeled pyramids on one side will not look well in a picture with blue labels on the other. Blue and yellow are poor colors to use in window compositions, as they become white in a photograph. The different colors of metals also make a difference in the picture.

Have equal colors on each side of your window center. If some cans reflect the lamps overhead like small suns you can render these bright lights harmless to your negative by painting the cans with aluminum bronze. You can use any size film or plate desired, but a post card size, four by five, is more easily focused and enlarged. The best results will be obtained if a tripod camera is used and this mounted on three boxes about fourteen inches high, thus giving an excellent view of the lay-out on the bottom of your window. Everything now seems to be ready but one thing.

The drug store has not closed across the street and good results cannot be had while his lights reflect on your window. You will have to wait until these lights are out and any others that reflect on your window glass, otherwise these reflections will be on your picture. When all is ready you will open your shutter on a medium-size stop and expose the plate or film from fifteen to twenty-five minutes. If much white is in the make-up of the window, you should time it for sixteen minutes. If the darker colors predominate, try it at twenty to twenty-five minutes. Be sure your plate or film is in position, as it is rather a weary joke to wait twenty-five minutes on a cold night and find you opened the stop on a blank film. The opening in the shutter should be of a medium size. The speed of the lens is an important factor to count on also. A lens valued at $100 will work quicker than a $10 or $20 one. The opening, however, may be the same—fifteen minutes will do the finest kind of work with the $100 lens.

People passing will not hurt your film if they do not stop to look in. However, it is better to have them go outside the camera while the exposure is on. The developing and fixing powders will now give you the results of your evening's work.

Be sure the dark room has no leaks. Many times the picture paper and chemicals get unjust blame because of a small leak of light somewhere. Use only a red lamp, for most plates and films are made to use with no other. Develop your film until you have good detail and contrast, then wash in clean water and place in the fixing bath.

In printing your pictures, if the picture comes too slow a slight rubbing with the finger will bring the picture out more clearly and quickly. It is better to have all the water used in developing, printing and washing as near seventy degrees as possible. Many window trimmers take small pictures and have enlargements made. This can be well done if the small negative is clear cut in detail.

Do not be discouraged if your first attempt is a failure. You will learn by experience and your window photo will not only be a useful record of window ideas, but they will always give you satisfaction as you recognize these samples of your work. Like the tailor's stitches—"he knows them," and these are your windows.—"Louisiana Grocer."

TWO NEW CIGAR FACTORIES FOR EVANSVILLE

The remodeling of two buildings to be used as cigar factories, making three modern cigar factories for Evansville, Ind., and a better working place for about 1500 girls and nearly 100 men, was completed last week.

Operations were actually started during the latter part of the week in the city hospital building at Second and Division Streets, now the sanitary plant of Grill Brothers. Most of the work tables and other fixtures were installed during the week, which will mean the employment of 500 girls and a number of men when the plant begins operations in earnest this week. Nearly 200 started working last week.

The remodeling of the third floor of the Masonic building at Second and Locust Streets, to be occupied by Haas Brothers, was finished last week, and the finishing touches will be added this week.

The firm expects to employ about 700 or 800 cigarmakers, mostly girls, when they get moved to their new location. The entrance for the third floor of the building was changed from the Locust Street side to the side on Second Street. The new entrance is two doors from the traction terminal station. The old entrance will be used only as a fire escape.

Both plants have been equipped with lockers, shower baths, rest rooms and other conveniences for the benefit of the employees.

Where the Steady Trade Lives

By FRANK FARRINGTON

THIS is a day of tremendous trade, of phenomenal business in spots. If it is a time of high average prosperity, so much the better, but there are times when the average is low, just as there are places today where business is not good. It may be set down as a good maxim: in time of boom, prepare for slump!

This is not a warning cry to manufacturers and others to look out for a reaction from the present times. It is an appeal to manufacturers and others not to forget the more moderate but steady and consistent trade of the greater portion of the country in the effort to reap a large harvest in the ultra-prosperous sections.

In the towns and cities that loom up large in the manufacturer's mind as he thinks of business growth and increasing sales, there live about a fourth of our population. About three-fourths of our people look for service and supplies to the towns of 25,000 and less, while some 54,000,000 people live in and adjacent to towns of 5000 and less. Of 69,315 towns in the United States by the census of 1910, 68,727 had a population of less than 10,000, and there were 62,892 towns with a population of less than 1000.

It is fair to say that the small town and country population of the United States represents the big buying end and the steadier buying end of the people. In manufacturing centers and in the metropolitan districts business fluctuates from one extreme to the other. In the country districts the fluctuations do not go to extremes and are violent only in rare instances.

If the condition of the market and the size of the crops affect the country people, they affect them less. They buy under the best conditions fewer things they can get along without than the city people buy when they have money ahead. They save more money and have less need of going without when times are less prosperous.

Mere money panics are slow in having any effect at all on the farming communities. The rural population goes its way, serene in the belief that the financiers will be the ones to suffer and satisfied to have it so.

A good many otherwise shrewd manufacturers are overlooking the small town field because they do not know what it means. They concentrate on the places where the most people can be reached in the least time and, incidentally, where the most competitors are trying to reach them.

Study this table a little. It is a list of the stores reported by the census as existing in towns of 5000 and less:

Clothing	9,206
Dry goods	8,733
Drugs	25,870
General stores	141,724
Groceries	33,131
Hardware	21,143
Jewelers	12,463
Men's furnishings	1,474
Shoes	3,035
Total	256,779

What do you suppose the average sales of these stores might be? Careful estimates set the average drug store sales at $10,000 per year. This would mean that the drug stores in the above list dispose of more than a quarter of a billion dollars' worth of goods every year. The aggregate business done by the total number of stores is enough to open the eyes of any manufacturer, no matter how ambitious he may be.

A good many of these stores are small, but a good many are large. For example, there is a general store in a little New Jersey village of 600 people which sells above $125,000 in goods each year, to say nothing of handling an automobile agency and disposing of more than a thousand cars, together with accessories, supplies, etc.

Another small town general store of which I saw an account the other day had just closed a year in which its sales were more than a quarter of a million. These stores whose business runs above the hundred thousand mark are few and far between. They are not cited as common cases, but as showing the possibilities of a small trading center when a live merchant is there, taking advantage of all his opportunities.

These small town stores are selling nationally advertised goods, too. I was shown recently the results of an investigation of 1200 stores in communities of 1000 to 3000. These merchants had been asked whether they liked to sell advertised goods and ninety per cent. of them had replied, "Yes, if they afford us a reasonable profit."

The people in the smaller towns are asking for advertised goods and this includes the farmers as well as the villagers. It is worth while to remember, too, that the farmer buys in larger lots than town and city purchasers, at least in the case of all necessities.

One reason the small town store's value as an outlet for goods is underestimated is that such stores look inefficient. The store in this class that has sales of $50,000 a year may look much less like a business place than a city store with sales of $15,000. The country store may not even be rated in Dun or Bradstreet, though as sound financially and as good pay as the $15,000 spruce-appearing city store.

I have known manufacturer after manufacturer to reject inquiries from country merchants as not worth considering or even answering, just because the writer's stationery was cheap, his letter handwritten and his name left out of the mercantile reports. I do not undertake to defend the merchant for laxity in stationery or correspondence methods, or for refusing to make any statement to the mercantile agencies, but I want to remind the manufacturer that there is a big field covered by men who do business this way.

The country merchants, thanks to trade journals and business literature, are steadily becoming more efficient. There is a constant displacing of the old-fashioned store fronts, show cases and other equipment by modern helps. Cash registers, computing scales, oil pumps and all sorts of measuring and cutting devices are to be found wherever there is a retail merchant.

If there are some manufacturers who think they cannot reach the small town trade, that is their loss. It will be reached by somebody with their kind of product. It was never so well worth while as today for the manufacturer to investigate the small town market.—In "American Iudustries."

The "Yourself" Part of Salesmanship

By J. R. McCleskey

WHAT is "Yourself"?
What is your true "self"?

Did you ever stop to analyze the difference between your true "self" and the other "self" that often tries to assert its power over you?

The "yourself" part of salesmanship, or the "yourself" part of anything else, is relatively speaking the foundation on which the structure is to be built, and before commencing to build, we must be sure that we have the right foundation.

A correct understanding of "yourself" is just as essential in building your business career as is a proper foundation in building a skyscraper.

Within every individual there is a true "self" and a false "self," continually warring one against the other for supremacy. One's true "self" is that "self" which always stands for the right, for principle, for honesty of purpose, for fairness and justice, and for all that is good and worthy of our highest aims. It is the false "self" that takes the opposite stand in our consciousness and tries to tell us that "might makes right," that there is no harm in taking all we can get from the other fellow in a business deal, that it doesn't pay to be on the level. It is this false self that puts such stumbling blocks in our way as discouragement, fear, worry and discontent. Likewise, malice, spite, selfishness, petty jealousies, dishonest methods in business, all come from this same false "self."

What we need is to learn the real nature of our true "self" and our false "self," and to discriminate between the two, and we can then set ourselves to the task of overcoming the false with the true, and as we progress along this line of endeavor, we will find that:

All genuine success in life is attained in exactly the same degree as we eliminate the qualities of our false "self" and develop the qualities of our true "self."

But the question arises as to how this principle applies to business in general, and to salesmanship in particular. This principle of overcoming something that is false with something that is true applies not only to business, but to every phase of human endeavor. It is a logical fact that good is the master of evil, that the truth is the master of a lie, that faith and enthusiasm will overcome discouragement, that fairness and justice will outweigh dishonest methods, that unselfishness and consideration for others will destroy selfishness and jealousy, and so on down the line. We can absolutely overcome the wrong qualities of our false "self" by replacing them with the good qualities of our true "self." It cannot all be done in a day, but right now is a good time to begin weeding out these wrong qualities which our false "self" tries to thrust upon us, but which we do not have to admit into our consciousness.

In order to bring the point home in the individual case—to you and I—take a list of all your good habits and every good quality that you possess; in other words, take an inventory of your true "self." Then take an inventory of your false "self" and see what bad habits you have, what wrong qualities you possess, such as selfishness, malice, spite, unfairness, inconsideration for the rights of others, carelessness, discouragement, worry, fear, fault finding, etc. Now—

By eliminating just one wrong quality each day and replacing it with a good quality, you will find that your true "self" is gradually overcoming your false "self," and as this process continues, your success will grow in the same proportion.

Every salesman and every business man should take a careful inventory of his good habits and his wrong habits—the habits that come from the true "self" and those that come from the false "self," and then cultivate the good ones and get rid of the bad ones.

For instance, the habit of shaving every morning is a good habit. A man cannot start out the day with a clean shave without feeling clean; and then he follows up the shave with clean linen, brushed clothes, a shine, and a smile that is "catching" wherever he goes. Omit the shave, and he has discounted his appearance, his feeling and his efficiency.

The habit of looking efficient and feeling efficient is half of being efficient.

The habit of being punctual is likewise a good habit. Always be where you say you will be at the specified time. Always do what you say you will do and do it on schedule.

Being systematic is a habit and a good one. Have a time and a place for everything. Map out your work according to a definite plan, instead of working by fits and starts. Fits and starts never lead to a successful end.

Enthusiasm is a bully habit. Without it do not try to be a salesman, for if you cannot generate some enthusiasm over your own proposition, you certainly cannot expect your customers to do it for you. Above all things, get the habit of being enthusiastic over your work, whatever it may be.

Another good habit, and one of the best that a man can cultivate, is a cheerful disposition; it means everything to the man who has it, and the man who doesn't possess it is woefully lacking in one of the great qualities that helps much toward success.

Some one has written about the smile that is worth a million dollars and doesn't cost a cent. A cheerful disposition doesn't cost a cent, and its value cannot be estimated in dollars and cents.

All of your good habits, your good thoughts and your good deeds are the product of your true "self," while all of your bad habits, your evil thoughts and your wrong deeds are manifestly the product of your false "self," and it is entirely up to the individual—you—to decide which "self" you will make "yourself."

Stop and think it over.

The success of every business organization is dependent upon a combination of individual "selves," and the success of the individual is in proportion as one overcomes the false "self" and gives dominion to the true "self."

If you were going to build a brick house, you would certainly think it necessary that each individual brick be up to standard specifications, and, likewise, in order to have an efficient sales organization, it is essential that each sales-

(*Continued on Page 30*)

Tobacco Companies Held Up as Examples of Unfairness of Excess Profits War Tax

CHARACTERIZING the excess profits section of the war revenue bill as decidedly unfair, and declaring that unless changed he would not vote for it, Senator Bankhead, of Alabama, in a lengthy speech in Congress, showed in detail the effect this tax would have on various businesses, and on different concerns in the same business.

Senator Bankhead took as examples different concerns in various industries, among them the American Tobacco Company, Liggett & Myers and R. J. Reynolds. The first two companies, under the proposed tax, would pay no excess tax, because their profits since the beginning of the war show no increase over their profits before the war, while the latter, showing a considerable increase in profits, would be called upon to pay a big tax.

"An examination of three of the leading tobacco companies discloses interesting results," he said. "The American Tobacco Company had a net profit of $12,412,624 in 1916, but its average pre-war profit was larger than that amount. Therefore it would pay no tax under the Senate bill. Of course, it would pay its income tax. Everybody pays that. What I am contending is that this excess profits scheme exempts from taxation for any purpose large amounts. Therefore it would pay no taxes. Its capital stock is $92,942,403 and its surplus is $37,081,533, making a total of $130,023,933. On the basis of allowing eight per cent. on its capital there would be over $2,000,000 subject to taxation.

"I am complaining and I am insisting that this war tax business is a misnomer. It has no place in any legislative programme that we can make. I am insisting that every man who makes a profit in this country should pay his proportionate part of excess profits in addition to his income tax, and it makes no difference whether he is a hill-billy making a few hundred or a few thousand dollars or whether he is a great manufacturer.

"Liggett & Myers had no more profit in 1916 than they had during the pre-war period. Their profit for 1916 was $8,416,813, but under the Senate plan they would pay no tax. Their stock and surplus is nearly $50,000,000, while they have a bonded indebtedness of nearly $30,000,000. If no account is taken of their indebtedness they would, under the House plan, pay taxes on about $4,500,000.

"R. J. Reynolds had a pre-war profit of $2,862,566. Their profit for 1916 was $8,043,677. Under the Senate plan their tax would be approximately $2,750,000.

"Here are competitors in the same line of business. Two of them pay nothing from their tremendous profits, while the third pay about one-third of their profits. I want some Senator to explain how the great American Tobacco Company escapes its part of the war burden, while Reynolds is required to contribute one-third of his net income."

The Senator declared that such a method of imposing taxes was decidedly unfair to the smaller business, while favoring the great one, and that it would result in suppressing business enterprise. He submitted tables which he had prepared, showing how a graduated tax on incomes, rather than on excess profits, would raise more than half a billion in excess of the amount raised by the present income tax, and asserted that such a tax, falling on all, would be far more equitable than an excess profits tax which hits some businesses hard while not touching others as well able to stand the tax.

C. L. L.

Washington "Times" Starts a "Tobacco Fund"

A FUND with which to purchase tobacco for American troops abroad has been started by the Washington "Times," a daily newspaper, and has opened it with a subscription of $100.

The paper has appealed to every person in Washington to contribute twenty-five cents to the fund, at least, and, of course, as much more as may be desired. The newspaper declares that it has completed an exceptionally liberal arrangement with the American Tobacco Company, which will put up for the paper at the rate of twenty-five cents each, packages of cigarettes and tobacco which would cost forty-five cents at retail. These packages will contain the following articles:

One package of "Tuxedo" tobacco.
Four books of "Tuxedo" cigarette papers.
Three pouches of "Bull Durham" tobacco.
Three packages of "Bull Durham" cigarette papers.
Two packages of "Lucky Strike" cigarettes, twenty cigarettes to the package.
One postal card addressed to the donor, to be mailed to him by the soldier receiving the package.

The tremendous nerve strain of the fighting, declared the paper in its appeal for contributions, the equally heavy strain of waiting between fights and the ordeal of holding themselves in check for their barrage to lift and their charge to begin, has made the soldiers value tobacco almost more than anything else that could be sent to them. The paper points out that not only will these packages be a comforting message from home, but frequently will provide a smoke for men who, possibly because they are sending practically all their pay to relatives at home, are unable to purchase tobacco.

Subscribers who have friends of relatives in the ranks to whom they wish to send tobacco, may send their contributions to the paper and the package of tobacco will be addressed to that particular soldier. By this method, it is pointed out, persons in this country can buy tobacco for men abroad at wholesale rates, for the same amount of tobacco, purchased at any store in this country or by the soldiers themselves, would cost forty-five cents.

The plan is an excellent one, and contributions are coming in rapidly. Tobacco will be sent abroad as often as good-sized packages are accumulated, and it is planned, if the contributions continue to come in regularly, to make arrangements for a regular schedule of shipments, that the soldiers may be kept supplied with tobacco all the time.

C. L. L.

PROBLEMS OF PROFITS

By GORDON W. KINGSBURY

No. 1—Figuring Profits

THERE has been a mass—we might say almost a mess—of material written on the subject of figuring profits. One can get twisted into a thousand mental knots trying to read some of it. Some of the attempted solutions only seem to tie more knots in an already knotty problem. Let us see if we can do some simple straight thinking on the subject.

To start right, let's settle on what profit is. One man says profit is the difference between cost and selling price. If an article costs $8 and sells for $12, the profit is $4. True, says another man, but that $4 is only the gross profit; out of it have to come the expenses and if there is anything left that is net profit.

So then we have two kinds of profit—gross profit and net profit. And since these terms are apt to be confusing, suppose we use the term "mark-up" to mean the whole difference between cost and selling price and the term "profit" to mean only what is left of mark-up after expenses of doing business have been deducted.

Thus, if a merchant sells goods for $50,000 that have cost him $30,000, his mark-up is $20,000. If his expenses are $10,000, he has left a profit of $10,000.

Now just a word about these figures as expressed in percentage. They can be stated in either of two ways, both of which are correct. If we use the cost of goods, $30,000, as the basis, our mark-up of $20,000 is 66 2-3 per cent., our expense of $10,000 is 33 1-3 per cent. and our profit of $10,000 is also 33 1-3 per cent. If we use total sale of goods, $50,000, as the basis, our mark-up of $20,000 is 40 per cent., our expense of $10,000 is 20 per cent. and our profit of $10,000 is 20 per cent.

While either of these sets of percentages is correct, it would be wrong to mix the two. For, if a merchant should figure on a basis of his past years' sales that his cost of doing business was 20 per cent. and his profit was 20 per cent., making 40 per cent. mark-up, and should then invest $30,000 in new goods and mark them only 40 per cent. of $30,000, which is $12,000, he would find at the end of the year that after paying expenses of $10,000 he would only have $2000 profits instead of the expected $10,000. Forty per cent. mark-up based on the selling price of $50,000 equals 66 2-3 per cent., based on the cost of $30,000.

Undoubtedly, some retailers have erred in marking up goods because of a confusion of the two bases on which percentage may be figured, but it is not likely that there are many today who would make such a mistake. The problem is not how much to mark up goods, but how to squeeze out a respectable profit between the cost, which is fixed by the maker or the jobber, and the selling price, which is fixed by competition. And that we must admit is some sizable problem in these days of sharp competition and rising costs.

Knowing vs. Guessing

The first great essential is to know, not guess, what your mark-up, expense and profits are. It is a good thing to know at the end of the year what it has been, but it is better far to know at least each month, and better still, if possible, each week. There is not a merchant whose business is too small to afford a low-salaried girl if she does nothing else except keep him posted week by week on just what he is doing in the way of making profits. The few hundred dollars he would spend during the year would give the facts and figures that would enable him to make several times that amount in extra profits.

The most expensive thing you can do is to guess. The most profitable thing you can do is to know—and to know all the time as you go along.—(Courtesy of the "Modern Merchant and Grocery World.")

CIGARETTE FACTORY FOR HONDURAS

As soon as the machinery arrives a cigarette factory will be established in Tegucigalpa by the Cia. Tabacalera Hondurena, S. A. (Honduras Tobacco Company, Incorporated). The officers are General T. Castillo Corzo, president; Pablo E. Locano, managing director; Teodoro Garcia, U., vice president and assistant manager. The company is capitalized at 25,000 pesos, 15,000 pesos of which has been paid in. Through a local agent the company has purchased one machine to cut and shred the tobacco and one cigarette machine with a capacity of approximately 10,000 cigarettes an hour. The machines were manufactured by a company in Brooklyn, the lithographing is being done by a firm in New York, the essences and flavorings are likewise being bought in New York and a paper company in Kalamazoo is furnishing the paper for cigarette wrappers.

No concession was granted by the Government. The members of the company have their own tobacco plantations in the Copan district, where a good tobacco is grown. They are studying means to improve the quality of their output, but they contemplate manufacturing an imitation of the Turkish cigarettes and have ordered twenty-five pounds of Turkish tobacco in order to experiment with blends and to observe its characteristics. A tank will be installed in which to wash tobacco, the Honduran product being rather too strong for some tastes. The water from the washings will be utilized for sheep and cattle dip.

Popular American cigarettes will be imitated, and it is understood that a good cigarette will be offered for five cents gold per packet of ten. There is no internal revenue tax on tobacco products in Honduras, but there is an import duty. It is probable, therefore, that the output of this factory will cut into the sales of cigarettes from Mexico, Guatemala, Salvador, Cuba and the United States.—"Commerce Reports."

THE AD. THAT WINS SUCCESS

Advertisements by a trained and educated writer have a remarkable influence on results. Few people suspect the difference that good English makes. It is one of the secret facts which only a few experts have discovered. The advertiser himself, and even the author whom he employs, may not know just why advertisements in educated English sell goods economically. But there is no difficulty in proving that they do.

It is not the clever-looking advertisement that sells things, nor the advertisement which marks loose and ungrammatical construction with beautiful typographic layout. It is the advertisement which says what it has to say in rich, flowing English, every sentence crisp, straight to the point, graphic and eloquent in the best sense of the term—namely, eloquent or "speaking"—piercing the mind like clearly uttered talk.

The advertiser who will pay to have his announcements written by a man who knows this kind of English and who has, as well, a long-trained understanding of how to find the distinctive points in a product and state them in logical sequence, need never think the price too high.

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of

SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

"LA MEGA" MADE IN BOND
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIA LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE - - - 106 E. 19th STREET
Phone, Gramercy 1754

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

By Special Appointment To the Late King Edward VII
Philip Morris
The World's Oldest High-grade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
PHILIP MORRIS & CO., LTD.
72 Fifth Avenue New York

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

VICTORY LOAN:—40,330. For all tobacco products. August 4, 1917. American Lithographic Co., New York City.

VICTORY BOND:—40,331. For all tobacco products. August 4, 1917. American Lithographic Co., New York City.

DERSONA:—40,332. For all tobacco products. August 3, 1917. American Lithographic Co., New York City.

OHIO RECRUIT:—40,333. For all tobacco products. August 1, 1917. American Lithographic Co., New York City.

TOHICKON:—40,334. For cigars. July 26, 1917. Wm. H. Doyle & Co., Quakertown, Bucks Co., Pa.

CLEOTELIS SMOKERS:—40,335. For cigars. July 12, 1917. Andrew and James Cleotelis, Clearwater, Fla.

DE SONA:—40,337. For all tobacco products. August 8, 1917. American Lithographic Co., New York City.

FLOR-DE-TAN-DAIL:—40,336. For cigars and tobacco. August 10, 1917. Tanner & Daily, Bay City, Mich.

ANTON H. MAUSEN ALL HAND MADE:—40,300. For cigars, cigarettes and tobacco. April 21, 1917. F. M. Howell & Co., Elmira, N. Y.

AMBULANCE SERVICE:—40,338. For all tobacco products. August 11, 1917. Gonzalez Fisher & Co., New York City.

AMEXES:—40,339. For all tobacco products. August 13, 1917. Greenwood & Co., Savannah, Ga.

MOON-GLO:—40,340. For all tobacco products. August 14, 1917. American Lithographic Co., New York City.

RED CLOCK:—40,341. For all tobacco products. August 14, 1917. American Lithographic Co., New York City.

BRITEMAWNIN:—40,344. For cigars. July 13, 1917. Factory Seal Cigar Co., Amboy, Ill.

JOHNNY YANKS:—40,346. For all tobacco products. August 15, 1917. George Schlegel, New York City.

TENTAR:—40,348. For cigars. August 16, 1917. Sobo Cigar Co., Philadelphia, Pa.

THE LAW:—40,349. For cigars. July 27, 1917. John C. Funk, New Cumberland, Pa.

HERMIDA CIGAR MANUFACTURING COMPANY:—40,351. For cigar factory. August 21, 1917. Jose R. Hermida, Brunswick, Ga.

WAR BATTERS:—40,352. For all tobacco products. August 23, 1917. George Schlegel, New York City.

TRANSFERS.

STANWELL:—31,317 (Tob. World). For cigars. Registered January 29, 1916, by Petre, Schmidt & Bergmann. Transferred to Berninger & Henry, Allentown, Pa., July 20, 1916.

EL MANKO:—31,227 (U. S. Tob. Journal). For cigars, cigarettes, cheroots and tobacco. Registered January 23, 1900, by Wm. Steiner Sons & Co., New York City. Transferred to George Schlegel, New York City, August 7, 1917. Retransferred to Joseph P. Manning Co., Boston, Mass., August 9, 1917.

DETROIT'S COMPANION:—40,320 (T. M. A.). For all tobacco products. Registered May 21, 1917, by George Schlegel, New York City. Transferred to The Hemmeter Cigar Co., Detroit, Mich., August 21, 1917.

ALLIES:—19,470 (Tob. Leaf). For cigars. Registered August 10, 1900, by Calvert Litho. Co., Chicago, Ill. Transferred to the American Litho. Co., New York City, August 20, 1917.

HEYWOOD STRASSER & VOIGT LITHO. CO.
26TH STREET & 9TH AVENUE, NEW YORK
MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
WESTERN OFFICE
179 West Washington St., Chicago, Ill.
CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

THE MOEHLE LITHOGRAPHIC CO
CLARENDON ROAD & EAST 37TH ST. BROOKLYN, N.Y.
CIGAR LABELS & BANDS
BRANCH OFFICE
170 WEST RANDOLPH ST. CHICAGO, ILL.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

Established 1864
WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
Sole Owners and Manufacturers
RACINE, WIS., - - - - U. S. A.

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
FOLDING BOXES, ETC.
WM. STEINER, SONS & CO.
257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS
FOR THE
CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

Boost
W D C Pipes

and they will boost you. Every one is made with the care and quality which will make friends for you among smokers. A style, a price, to suit every man.

W D C
TRADE MARK

The Big Four

BRIGHTON, 50c and up.
WINDSOR, 75c and up.
STRATFORD, $1.00 and up.
WDC Handmade, $1.50 and up.

24 shapes, genuine French Briar, and

The Wellington
THE UNIVERSAL PIPE

W D C Pipes are nationally advertised, at prices which are fair to the consumer and allow the wholesale and retail trade a reasonable *profit*.

WM. DEMUTH & CO.
New York

50c and up

Quality Paramount
CELEBRATED
H. UPMANN CIGARS

H. UPMANN
HABANA

Strictly Independent Manufacturers

CHAS. LANDAU
Sole Agent for United States and Canada
82 Wall Street - New York
Board of Trade Bldg., Montreal, Canada

DOMINICAN REPUBLIC TOBACCO CROP

The tobacco crop that is now being harvested in the Dominican Republic in all probability will exceed that of any previous year. While exact statistics are not available, conservative estimates indicate that it will be at least 250,000 seroons of 115 pounds each net (28,750,000 pounds), against 150,000 seroons in 1916, which, however, was below normal. The average yearly production has been about 175,000 seroons. Until this year the 1907 crop of 220,000 seroons was the largest ever harvested.

The exceptional production of 1917 is attributed to the superior quality of the 1916 crop and the unusually high prices that resulted, creating an incentive for the growers to plant an increased acreage in tobacco. The quality of this year's crop, however, is not up to standard, on account of unfavorable weather conditions. Great difficulty is anticipated in marketing it, in view of the scarcity of ocean tonnage and the prevailing high freights, although there are ample facilities for shipping from this Republic to the United States.

On account of the inability to obtain space for European ports, half of last year's crop is unmarketed, with 15,000 bales in warehouses in New York and 60,000 stored in Santiago de los Caballeros, the center of the tobacco-growing region of this Republic.

Prior to the war practically all of the Dominican tobacco was shipped to either Bremen or Hamburg. Some was consumed in Germany, but the greater part was reexported to Austria, Russia, England, France, Norway, Spain, Italy, Sweden, Holland and Portugal. Since the beginning of the war, however, most of the tobacco has been shipped to New York in bond and distributed thence to the various European markets.

Dominican tobacco is not imported for consumption in the United States, but it is expected that when conditions are again normal New York will continue to be the distributing point for the greater part of it, and that Bremen and Hamburg will not regain this business.

An effort is being made by local exporters to induce the French, Italian and Spanish lines running to Panama and the West Indies to make Puerto Plata a regular port of call on their homeward voyage. In that event a considerable amount of Dominican tobacco would go direct to several of the principal consuming markets instead of through New York or Hamburg.

NEW TOBACCO BANK STARTED IN HOLLAND

The association of tobacco importers, dealers and brokers that undertook to guarantee to the Dutch Government that operatives in domestic tobacco factories would not be forced out of work on account of the lack of raw materials has formed a tobacco bank, called the Vereenigde Nederlandsche Tabaksbank (United Dutch Tobacco Bank) for the purpose of carrying out those guaranties. The capital is fixed at 21,200,000 florins (about $8,480,000), divided into shares of 5000 florins (about $2000) each. It is stated that $3,680,000 already has been subscribed.

The Government requires that 50,000 bales of Java filler, 15,000 bales of Java binder, 5000 bales of Sumatra wrapper and 5000 bales of other tobaccos (total, 75,000 bales) shall be kept in Holland for use in domestic factories, and be supplied to those factories at maximum prices considerably below the market level.

In order properly to administer this scheme, the United Dutch Tobacco Bank will take an inventory of all tobacco stocks in Holland, and will levy a charge of 6 florins (about $2.40) on each 100 kilos. On all incoming tobacco there will also be a charge of about 6 florins. Losses sustained by dealers who have to supply domestic factories will be compensated for out of the sum obtained from these levies.

The Clerk's Job

(*Continued from Page 9*)

tomers; those who are nervous and flighty and those who are well poised. The stingy buyer will try the patience of the saleslady and the extravagant buyer will make her envious. Practically all the verbs and adjectives of the language could be used in describing these numerous types. They are as variable and as uncertain as the weather.

The great fault with many clerks is that they get into the habit of serving all these types alike. They gradually acquire a set of humdrum methods, which they always use, regardless of the whimsicalities of the buyer on whom they are waiting. They almost always use the same sort of selling chatter. Their work gets into a rut, and they never put any fresh ideas into it.

The good clerk is resourceful. He quickly and shrewdly sizes up the prospect and determines the character of his approach. He adapts his methods and varies his talk to suit the peculiarities of his customer. If need be, he is very friendly and full of enthusiasm. If the occasion seems to demand dignity and reserve, that is the way he is. Sometimes he sees that it is best merely to wait on the buyer, and then again he instinctively knows that it is advisable for him to take the initiative in influencing the sale. Adaptability and tact are the two outstanding qualities in his equipment.

A whole lot of rules have been established for the guidance of clerks. Here are some of them:

"Never argue with a customer."
"Let the customer speak first."
"Always be courteous, no matter what happens."
"Show the best goods first," etc.

These principles have been wisely conceived and, generally speaking, they should be observed. But in applying them, as in everything else, the good clerk studies his type and then uses his judgment. Occasionally it is better to suspend the rule.

Take this well-established ruling as to the value of courtesy in retail selling. No one can say it isn't necessary. The mere disposition to be always accommodating will carry a clerk a long way on the road to success, even though he lack other selling qualifications. But even courtesy can be overdone, and on rare occasions it can be dispensed with entirely. I have waited on people who seemed to resent courtesy. It appeared to grate on their nerves. Persons of this kind associate good manners with pride. They will not give their business to any one that they call "stuck up." It is this same feeling that keeps many people out of the elegantly arranged store. They cannot accustom themselves to the modern idea of service. Since we have types of this kind with us they must be recognized and arrangements made to serve them in the way that they prefer. Those who lay down ironclad rules for service overlook this fact.—From "Printers' Ink."

Engelbert's cigar store, at 704 Main Street, Richmond, Va., has recently been opened by Lon Jones, who purchased the stand from the Engelbert estate. It had been closed since the death of its former owner.

John H. Jackson, ex-mayor of Streator, Ill., has recently sold his cigar factory in that place to C. C. Haley, a popular and well known resident.

That BOLD is a popular favorite is proven by the summons from the various Cantonments through-out the country.

Here, where men congregate in greater numbers than ever before; here, where a smoke is a blessing and where a smoke is enjoyed more and proves more of a solace than at anytime; here is where a man wants, and he will do all possible to get it.

That's why we are sending BOLD cigars to the neighboring towns of the Camps because of the urgent call.

To the Soldier Boy it's his Flag and Country
ABOVE ALL

To the Soldier Boy for his cigar it's Bold
ABOVE ALL

BOBROW BROS.
PHILADELPHIA

Packed in extra heavy foil—it stays fresh
New Size **10c**
Also in regulation tins **15c**

This is the new

KIT Package

And it is the most desirable packing for pipe tobacco ever invented.

It snugs into the smallest possible space in your pocket.

It keeps the tobacco even better than a rubber pouch and its shape makes it more convenient to carry.

It gets smaller with every pipe load with no excess weight to tote.

It "pours" better than any other form of packing; no waste—more smokes.

Harmony is made of the five best kinds of pipe tobacco that grow and is *blended* in such perfect proportions that it smokes better, of course, than any one kind of tobacco alone.

Liggett & Myers Tobacco Co.

HARMONY

A Blend of Five Famous Tobaccos

Havana Letter

(*Continued from Page 11*)

From June 1 to June 30, 1917	8,276,269	cigars
From June 1 to June 30, 1916	7,463,494	"
Increase during month of June, 1917	812,775	"
Exports from January 1 to June 30, 1916	59,298,172	"
Exports from January 1 to June 30, 1917	50,489,153	"
Decrease first six months of 1917	8,809,019	"

The following countries show increases during the month of June, as compared with June, 1916:

United States	1,162,100	cigars
France	214,600	"
French Africa	173,600	"
Russia	150,000	"
Argentine	90,878	"
Peru	44,350	"
Portugal	38,500	"
Switzerland	33,550	"
Bolivia	24,010	"
British East Indies	19,000	"
Mexico	18,500	"
Spain	16,005	"
Total	1,985,093	"

Decreases during the month of June, 1917, as compared with June, 1916:

Canada	274,300	cigars
Chile	222,845	"
Great Britain	163,300	"
Denmark	153,800	"
Spanish Africa	83,185	"
Brazil	63,590	"
Egypt	52,990	"
Gibraltar	39,495	"
Italy	33,000	"
U. S. of Colombia	23,975	"
Australia	20,875	"
Total	1,131,355	"

The ten principal countries which in 1916 imported over a million cigars from us show the following increases and decreases in the first six months of 1917, as compared with 1916:

	Increases.	
United States	3,991,733	cigars
France	3,192,088	"
Spain	1,903,529	"
Russia	263,777	"
Total	9,351,127	"
	Decreases	
Great Britain	16,113,309	"
Denmark	1,264,410	"
Chile	700,164	"
Canada	423,325	"
Australia	304,129	"
Argentine	184,513	"
Total	18,989,850	"

Leaf Tobacco

The principal buyers during the past fortnight in our market were: The Cuban Land and Leaf Tobacco Company, 3542 bales; Mark A. Pollack, around 3000; El Cuno cigarette factory, 900; Leslie Pantin, 852; Manuel Lopez, of the Punch cigar and cigarette factories, 600; W. Ambrecht, 595; Cifuentes, Pego & Company, of Partagas fame, 566; Hija de Jose Gener, for her cigarette factory, 500, and various others of smaller quantities.

The principal sellers were: Ruperto Leon, 1644 bales; Muniz Hermanos, 1500; Selgas & Company, 1214; Leon & Delgado, 1100; Aixala & Company, 1097; Jose C. Puente & Company, around 1200; Jose F. Rocha, 818; B. Diaz & Company, 726; Francisco Ezquerro, 664; N. Abella & Company, 637; M. Garcia Pulido, 566; Gutierrez & Foyo, 543; Manuel A. Suarez & Company, 523; Hernandez & Alvarez, 489; Suarez Hermanos, 471; Constantino Junco, 400; Tomas Benitez, 250; I. Kaffenburgh & Sons, 150, and various others of minor importance.

Shippers above 200 bales of leaf tobacco from the port of Havana during the two weeks ending August 11th were: Virgilio Suarez, 977 bales; J. Bernheim & Son, 779; Walter Sutter & Company, 694; Mark A. Pollack, 663; Cuban Land and Leaf Tobacco Company, 542; Menendez & Company, 438; M. A. Gunst & Company, 437; Jose Suarez & Company, 391; Leslie Pantin, 314; Maximilian Stern, 253; Ernest Ellinger & Company, 236; Rodriguez, Mendez & Company, 235; Hijos de Diego Montero, 201.

Oretaniv.

STOCKS OF TOBACCO IN BOND DECREASE

The Bureau of Foreign and Domestic Commerce of the Department of Commerce has issued a statement showing the value of imported merchandise remaining in bonded warehouses on June 30 last to be $68,271,479, a decrease as compared with June of last year of $29,786,615. About four-fifths of the total imported merchandise remaining in bonded warehouses is stored at the port of New York, which reports $55,733,156 for June, 1917, as against $75,513,591 for the same month of last year.

Leaf tobacco remaining in bonded warehouses on June 30, 1917, amounted to 51,944,156 pounds, valued at $25,845,293, on June 30, 1916, as against 34,203,507 pounds, valued at $16,260,462, on June 30, 1917, a decrease of 17,740,649 pounds and $9,584,831.

Among the classes of merchandise remaining in bonded warehouses showing increases on June 30, 1917, are cigarette books, $750,000.

DEBTOR'S MANY PROMISES

When a witness in the Toronto Division Court was called to give evidence he insisted on having a leaf of the Old Testament to kiss. The clerk smartly got the B. C. history of the world. Witness put on his hat and the oath was taken in due and ancient form.

The salesman of the Dominion Tobacco Company, Montreal, who was claiming $40 from a York Street grocer, told his Honor he had called for payment 165 times.

"You must have a lot of time to keep such an exact account," remarked Judge Morson.

When defendant was called he was asked: "Will you pay now? You have already promised 165 times."

"Yes, your Honor."

"All right; that's 166 times. Judgment with costs."—"Canadian Cigar and Tobacco Journal."

The Tobacco Products Corporation has received orders for several million cigarettes to be shipped to the various army cantonments in the United States.

Your Profit

That's what interests you just now, Mr. Dealer. But when you are buying cigars do not consider only the *profit*, consider also the *turnover* of your investment. It is not profitable to tie up part of your capital unless the goods move.

BACHIA'S HAVANA CIGARS not only pay the dealer a good profit but they enable the investment to be turned over many times because they are always in demand. LA FLOR DE R. A. BACHIA is sold from Coast to Coast—and at a profit.

The Repeat Sales Prove the Merit of

BACHIA'S
HAVANA CIGARS

"FOR MEN OF MEANS"

"The Band Identifies"

The proof of a good cigar is the PRESTIGE of the brand. Dealers who sell BACHIA'S HAVANA CIGARS know that they have PRESTIGE and an unequalled reputation for UNIFORMITY.

They are made in a sufficient number of sizes to meet the demands of the most exacting customer anywhere. Smokers of good cigars will choose LA FLOR DE R. A. BACHIA if you have the brand in stock, and especially your critical box trade.

GET IN TOUCH WITH HEADQUARTERS TODAY AND LEARN THE FACTS :: ::

Write

R. A. BACHIA & CO.

MANUFACTURERS

43-47 West Sixteenth Street, New York City

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Classified Column Page.
Try it.

LANCASTER CROP LOOKS GILT-EDGE

From the evidence furnished during the last week the big cigar manufacturing concerns of different parts of the country will be among the purchasers of Lancaster County's 1917 tobacco crop, because their agents were in the field during the last week trying to buy. Their offers were mostly around twenty cents a pound for wrapper quality and eight and three for fillers, according to quality. But the buyers got few crops at these figures, and a few crops were taken at twenty-three cents a pound.

The tobacco secured at twenty cents was not of the choicest, and not many crops are likely to sell at that figure. As a rule, the growers prefer to avoid selling until the tobacco is stripped, but they will not refuse to sell if they can get their price, and few set it below twenty-five cents. Some of the growers declare they would not sell until their crop is stripped even if offered thirty cents, though in the end they might not get that price. The opinion prevails very generally among the growers that the longer they hold on to their crop the better will be the bargain they can make.

The late rains and warmer weather have made a wonderful change in the growing tobacco, and improvement is easily perceived daily. Irregular as the crop is, there is no reason for doubting that if the frost does not occur earlier than usual very nearly all the tobacco of present small growth will mature very nicely. It is generally believed that the tobacco will be much heavier than that of last year, the leaves showing more bulk. It looks like another gilt-edge crop for the growers.

WISCONSIN PRICES HIGHEST IN HISTORY

Seven thousand acres of tobacco are being raised in Rock County this year, according to W. F. Collander, field agent of the United States Department of Agriculture, and the total acreage for Wisconsin is 48,300. The Rock County crop alone will be worth nearly $2,000,000 to the growers, and for the entire State will approach $15,000,000, if the present range of prices which are being contracted are any criterion.

Dane County leads in acreage, with 18,000 acres; Vernon County is third, with 6000; Crawford has 2500 acres; Chippewa and Dunn Counties each report 1500 acres, and Green County 600 acres. The total is a fair increase over the crop five years ago, when 40,000 acres were reported.

On account of the unprecedented demand for leaf, prices are at the highest level ever known and with a rush of buyers practically every acre of the crop has been contracted for. Late prices range as high as twenty-five cents, with twenty to twenty-two straight for sound crops the going terms.

Cool weather the early part of August, with a few scattered showers, has been conducive to growth and the majority of fields show indications of an average yield of sound goods. This section has been free thus far of destructive storms. The harvest, which will not be early, should not be prolonged to the frost danger period, if weather conditions are favorable.

G. L. M.

District Attorney Paul J. Graham, of Rock Island, Ill., has recently notified all tobacco dealers selling cigarettes to dispose of all stocks immediately, including cigarette papers. Prosecution will follow further distribution.

Burglars broke into the J. B. Moos Company store at 637 Broadway, Lorain, Ohio, and made away with 350,000 cigarettes. A majority of the cigarettes stolen was of the "Camel" brand.

AMERICAN SUMATRA AT RATE OF $18 A SHARE

The net profits of the American Sumatra Tobacco Company in the fiscal year ended July 31, 1917, were $1,350,000, according to a director of the company. After allowing for dividends on the preferred, these profits were at the rate of $18 a share on the common stock.

NEW SMOKING RULES FOR N. Y. FACTORIES

The New York State Industrial Commission has formulated a tentative smoking code, regulating smoking in factories. The code was drawn up by the Bureau of Industrial Code, consisting of Commissioner Louis Wiard, Deputy Commissioner Richard J. Cullen and Thomas C. Eipper, assisted by a voluntary committee of experts, the principal members of which were Max Adler, of Rochester; Mark A. Daly, of Buffalo; Robert Coleman, of Buffalo; Harry Engel, of Schenectady, and Chief Engineer George A. Rourke, of the commission's Bureau of Fire Hazards.

Under the rules, smoking may be permitted in factory buildings under restrictions prescribed by the State Industrial Commission, permits to be granted upon written request of the employer. The commission may permit smoking in offices, sample rooms and other rooms set apart for smoking, if such rooms are constructed of fireproof or fire-resisting material, or if an approved automatic sprinkler has been installed in the factory.

No smoking is to be permitted in buildings where explosives are manufactured, used or stored. Wherever smoking is allowed, the use of celluloid eye shades or cuff protectors or any device of a similar nature will not be tolerated. The rules also define "incombustible" and "non-inflammable" as applied to contents of factory buildings.

SMOKEWELL CIGAR CO. OPENS FIRST OF CHAIN

The Smokewell Cigar Company, wholesale and retail distributors of cigars, tobacco, etc., are putting in a store in the old Boggs stand on D avenue, Lawton, Okla. The Lawton store will be one of a string of eight throughout Oklahoma, Kansas and Missouri.

The fixtures in the store will probably be the finest of the kind in the city. They are of solid mahogany, and are finished in black leather, with a profusion of mirrors.

Several pool and billiard tables will also be installed, but only as a side line to the cigar business. W. E. Reeves, of Tulsa, who is to be in charge of the establishment, announced that the store would be opened for business within a week.

NASHVILLE CIGAR FIRM LAUNCHES NEW BRAND

The Phillips-Trawick Company, of Nashville, Tenn., have added to their already large number of popular brands of cigars the "Osceola," which sells for five cents.

In speaking of the new brand, Mr. Arch Trawick said: "For a period of several months we have been making experiments looking toward securing the highest quality cigar that the dealer could retail for five cents We finally secured the consent of Seidenberg & Company to make for us the 'Osceola.' We have great faith in the good judgment of the people and we launch the 'Osceola' on the market, feeling confident that it will appeal to all men who enjoy a mild, fragrant smoke. Within thirty days we expect to place 'Osceola' with every dealer in the territory covered by our traveling salesmen."

Warner Searle has left for a trip through the Middle West in the interest of the J. F. Portuondo Cigar Manufacturing Company, 1110 Sansom Street, Philadelphia, and will conduct campaigns in Illinois and Michigan.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

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Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
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"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
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LIPSCHUTZ'S
44
CIGARS
"44 Cigar Co." Philadelphia

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HANDLING DIFFICULT COLLECTIONS

THE matter of collections is one of general interest and almost any successful plan can be adopted to the use of any line of business. The August issue of the "Voice of the Victor," a monthly issued by the Victor Talking Machine Company to its distributors and dealers, has the following to say on the subject:

Success in business depends very much upon the personal relations of dealer and customer, so that a dealer in a small community is likely to suffer if he gets the reputation of being too sharp after the money On the other hand, he certainly loses out if he is too easy. Much depends, therefore, upon the tactful handling of cases in which collection is slow.

As a general rule, it will be found that slow-pay customers can be divided into three classes:

Those who have money, but are slack about paying, either through carelessness or through habitually living up to the limit of their incomes;

Those who are chronic kickers, and like to make trouble whatever they do;

Those who are in financial trouble of some kind and unable to pay.

The first class is by no means uncommon in spendthrift America, and people of this kind are rather dangerous to handle. Money comes easy, and therefore they do not realize its value, and have no conception of the difficulties that crop up when there is an actual shortage They are very irritating, and one may feel like "giving them a lesson"; but is it worth it? They are usually honest enough, and will pay sooner or later; and once they have paid up they will immediately get into debt again. Moreover, if you irritate them too much they may feel like giving you a lesson—in courtesy, and deliberately put you to all the trouble they know how. And in any case, they will say to their friends, "Why on earth do you go to Blanks for your records? He's an awful Shylock, and he never has the records you want." How about it?

No; these people are inclined to be selfish, but they are human. If approached in the right way they can be persuaded to pay their bills. And what is the right way?

Well, suppose you were a careless person, of a selfish disposition and you received a statement with the curt command on the bottom, "Please remit"—would you feel like doing it? Or, again, suppose you got a chilly letter, obviously part of a regular, standardized system: "Dear Sir: The inclosed account is very much overdue. Unless a check is received by Friday, the thirteenth of the month, we shall obtain legal redress." Would you like that? No, indeed. It would most certainly "get your goat." Very well, then, how about this?

"Dear Mr. Jones:

"In order that you may enjoy the advantage of a complete stock of Victor records from which to make your choice, we are obliged to maintain a very large quantity on hand. This means tying up a considerable amount of money. If we are to maintain the good service which we aim to have at your disposal, we cannot afford to give extended credit.

"The inclosed account has doubtless escaped your notice, but by giving it prompt attention you will enable us to simplify your shopping very considerably."

Surely it would do no harm to point out to a selfish person that by paying his account on time he is adding to his own convenience. And if selfishness is the weak spot in his armor, aim at it with your first shot; that is why we began the letter with a suggestion regarding the customer's personal enjoyment of Victor records. The chances are that along with thought of these two things will come the remembrance of his account, so that the rest of your letter will serve to strengthen the impulse to pay. If there was no impulse, a letter of this kind is far more likely to create one than a threat; and it does not irritate a customer who may have influence with other and better customers.

Customers of the second or "chronic kicker" class are much easier to handle. By chronic kickers we don't mean those sometimes very estimable people who insist on getting value for their money, paying every bill as if it were their last—but paying. The proper way to treat a person of this kind, of course, is to make a fuss over him, listen patiently to his complaints, get him flattered with the thought that he is a mighty good judge who is hard to please—and so make him run up another bill. No; the chronic kicker is a bird of another kidney. He works up a dispute for the very purpose of getting extended credit, and goes out of his way to be disagreeable. Dealers are sometimes disposed to be overpatient, but it really doesn't pay. The chances are, moreover, that he has made himself equally objectionable to other tradespeople, and the whole community will rejoice to see him get a jolt. A prompt threat of legal proceedings will often bring him to order; if he doesn't go straight to the legal proceedings. It won't do any harm—especially if you have built up a reputation for generosity in more deserving cases.

The third class of nonpaying customers—those who are temporarily or permanently under a financial cloud—needs the utmost consideration. If after careful investigation, you find that a customer actually cannot pay, the most profitable thing left to do is to be magnanimous about it. The world loves a good loser, and will often go out of its way to see that he gains by it in the end. Moreover, most people are more honest even than they know themselves to be. The manager of a big mail-order house dealing with people all over the world in small accounts told the writer that not more than six or seven per cent. has to be written off for bad debts each year, and most of this percentage is practically unavoidable—the result of sickness or other misfortune. This house is particularly generous in the matter of credit. When the Dayton floods occurred a few years ago customers in that neighborhood were notified that accounts might stand over until a later date, or in certain cases were actually excused from payment. Did the firm suffer for its generosity? Not so as you could notice it in the dividends, which were higher than ever that year. It pays if on investigation you find a customer has been hard hit, to go to him and say, "Look here, old man, I know you'd pay your account if you could; but I don't want to add to your troubles, so take your time." If he is any sort of man, he will see that you get paid in the long run; and he won't fail to tell his friends that "Blank is a mighty nice man to deal with."

To sum up: "Be tactful with those who can pay but don't; be strict with those who can pay but won't; and be merciful with those who would pay but cannot."

The Union-American Cigar Company has declared the regular quarterly dividend on preferred stock, of one per cent. (1%), payable August 15, 1917, to stockholders of record July 31, 1917.

The earnings of the Tobacco Products Corporation for the six months ending June 30 were at the annual rate of about $10 a share on the common stock.

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Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

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HAVANA & PORTO RICO TOBACCO
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Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

Dealers Should Organize

(*Continued from Page 5*)

solid foundation than by all the members of that trade or business meeting together and threshing out their problems.

New retail organizations are springing up in all parts of the country, and in the localities where they are established, and working in harmony, the best conditions will be found to exist. The quicker the dealers come to understand just what they can accomplish by organization, and set out to do it, that much sooner will the retail cigar business be placed on a progressive and profitable foundation.

MARYLAND TOBACCO IN DEMAND

Maryland tobacco is soaring high, and the producers of this much-sought-after weed, especially in Southern Maryland, are enjoying marked prosperity.

James Mattingly, of Chaptico, St. Mary's County, Md., shipped sixteen hogsheads of Maryland leaf to the State tobacco warehouses at Baltimore, Md., and in return received a check for $3200. Two years ago this tobacco would have brought not more than $1500 on the open market. Today nothing in the shape of the Maryland product brings less than fifteen cents per pound. The planters of tobacco have been quick to realize these favorable conditions produced by war times, and are planting an unusually large acreage for next year's crop. The stock on hand at the State tobacco warehouse in Baltimore is unusually large, notwithstanding the high prices. This is due to the fact that the German Government is unable to ship out the tobacco which was purchased for the use of their country.

The German Government is unable to move a single hogshead. Formerly the freight on a hogshead of tobacco was something like $12 or $15 for export. Today the freight for export tobacco runs as high as from $50 to $60 per hogshead. The principal demand for the Maryland tobacco at present is through the American Tobacco Company and its subsidiaries. This concern is using vast quantities, and the revenue from the outage of tobacco from the State tobacco warehouse paid by the American Tobacco Company, it is said, for some months furnished the finances by which this branch of the State's government is conducted.

The Tobacco World
Established 1881

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CUBAN OFFICE: Perseverancia, 8, Havana, Cuba.
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The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

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INCORPORATED
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Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

German Retailers Advised to Ration Customers

In many Hamburg shops people have tried to buy up cigars and cigarettes in large quantities at high prices. For cigarettes prices are offered which go considerably beyond the ordinary retail price. Among tobacconists who accurately estimate the position of the retailers these buyers have had no success. In some cases, however, ladies who are carrying on the business in the absence of their husbands on war service are induced to part with large quantities of cigars and cigarettes. They are attracted by the present profit, and have not thought by these large sales they have injured their business. Soon cigars, cigarettes and tobacco will only be supplied by the manufacturers in the smallest quantities. Manufacturers are, as a matter of fact, at this time, in consequence of the commandeering of the greater part of their production, not in a position to deliver large quantities. Whatever tobacconist, therefore, gets rid of considerable quantities incurs the danger at a not remote time to possess no goods at all, so that he could not serve his regular customers, or will even have to close down. Who wishes to retain his business after the war should only give out his goods in small quantities. The Government takes the standpoint that the only right way for cigar dealers to do under the present conditions is to ration smokers by controlling the sales of goods. Only so can be avoided that the State should take the step of introducing tobacco cards on a rationing system to preserve the consumption. We (the Hamburg section of the Union of German Cigar Shopkeepers) urgently advise our members not to sell in large quantities. This measure is absolutely necessary if the trade is to be kept up.—"Suddeutsche Tobakzeitung," July 1.

New Tobacco Factory for Louisville

A tobacco factory which will employ between 200 and 300 persons will be established in Louisville by W. S. Mathews & Son, a new corporation, operating under the laws of New York. The plant will be located in the old Buckner warehouse, 114-116 South Tenth Street, and the corresponding numbers on Chapel Street.

The company has filed articles of incorporation and also amended articles in the office of the County Clerk. By the amended articles, the capital stock was increased from $1000 to $264,000, of which 2205 shares are preferred and 441 shares comon stock, with a par value of $100 each.

N. B. Dortch and William Burghard, well-known Louisville men, will be in charge of the plant. Mr. Dortch stated that his brothers, B. W. Dortch, of New York, and Jennings R. Dortch, of Nevada, also are interested in the concern.

The firm name, "W. S. Mathews & Son," is that of a famous tobacco concern, now out of business. A son of W. S. Mathews, John V. Mathews, and B. W. Dortch will have charge of the principal office of the company, in New York city.

It is stated in the articles of incorporation that the company will plant and cultivate tobacco, cotton, sugar, cocoa, coffee and other products.

A Richmond, Va., factory recently acquired by the corporation from the Tobacco Rehandling Company, of Liverpool, England, is being dismantled and the machinery shipped to Louisville, according to Mr. Dortch. It is expected that operations will begin in Louisville about September 1. Some of the employees will be brought from Richmond.

The signers of the articles of incorporation are Alvin B. Champlin, Tuckahoe, N. Y., four shares; Frank C. McGurk, New York city, three shares, and Arthur E. Gaskill, Plainfield, N. J., three shares.

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain
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HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

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Growers, Packers and Dealers in **Leaf Tobacco**
Figuras 39-41, Cable, "Cuetara" Havana, Cuba

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PACKERS OF SEED LEAF TOBACCO
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And Packers of
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HIPPLE BROS. & CO.
Importers of Havana and Sumatra and Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

NO TOBACCO IN ARMY RATIONS

THE possibility of an active campaign against the use of tobacco by American soldiers abroad is held to be responsible for the refusal by Secretary of War Baker to recommend to President Wilson that the army ration be changed so as to include tobacco.

If the regulations governing the issuance of the army ration could be changed as has been advocated, the soldiers of the regular and new national army, fighting in the trenches in France, would be furnished, without charge to them, American cigars, cigarettes and tobacco, which they prefer over the French articles.

The proposal to furnish the men in the trenches with tobacco without charge to them had the support of a great many of their officers who believed its use would add greatly to the efficiency and contentment of the troops. It is, of course, desired to do everything that is possible to further the welfare of the American troops serving abroad and as there is the usual percentage of men among them who use tobacco in one form or another, it was suggested that it might very properly be furnished without charge, instead of being carried, as now, as a part of the stores purchasable by the enlisted men and commissioned officers at cost.

The refusal by Secretary Baker, it is said, was determined by the realization that to make this recommendation to the President would stir up criticism on the part of those outside of the military service who are opposed to the use of tobacco in any form, and these people would take it as a duty devolving upon themselves to stamp out the "terrible habit" of chewing and smoking.

In view of the stand taken by Mr. Baker, it is hardly likely that any action will be taken on the bill recently introduced into the House of Representatives looking to Congressional action to bring about the change in the army regulations. This bill was introduced by Congressman Gould, of New York, who also sponsored a measure to give free tobacco to the men in the navy. They were referred respectively to the House Committee on Military Affairs and to the House Committee on Naval Affairs. It is customary in cases of this kind to secure the recommendation of the appropriate department before making a report, so that neither committee will act in the absence of approval from the Secretary of War and the Secretary of the Navy.

The refusal to issue free tobacco, purchased out of Government funds, will not result in a refusal to distribute without charge to the men the tobacco purchased with funds raised by private individuals and organizations. A distribution of the latter type has already been made through the supply departments. Nor is to be taken as a means to discontinue the sale at cost of tobaccos to the men, for this service will be continued as in the past.

PRESIDENT OF CONRAD CIGAR COMPANY DEAD

W. S. Conrad, president of the W. S. Conrad Company, wholesale dealers in cigars, 140 East Sixth Street, St. Paul, Minn., died on Sunday, August 19th, at his home in Stillwater. Mr. Conrad had been critically ill with diabetes. Mr. Conrad started in the cigar game in Stillwater in 1868 and removed to St. Paul in 1888. The deceased was seventy-two years old.

Leonard Richardson, of Rock Island, Ill., has become sole owner of the Edward Bleuer Cigar Company, in which he held an interest. The name is to be changed to the Leonard G. Richardson Cigar Company.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

For Sale.

FOR SALE—IN ANY QUANTITY. Sumatra-wrapped scrap-filler cigars, $22 per M. Terms cash. Address Box 220, "Tobacco World."

CIGARETTE PLANT FOR SALE. BIG BARGAIN.

Modern plant for manufacture of Turkish cigarettes, New York City, can be bought very cheap. Owners entering other business. Two Ludington cigarette machines, fully equipped, several thousand boxes and attractive cartons, established brands, titles registered, good will, etc., etc. Terms very easy. A chance rarely offered for anyone desirous of entering the cigarette field. All communications confidential. Address Box 212, "Tobacco World."

FOR SALE—Twenty Universal Tobacco Stripping Machines. Address Machines, Box 214, care of "Tobacco World."

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

WANTED TO BUY—Several hundred cigar molds, perfecto shapes with full heads and invincible shapes. Address Box 215, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 East 78th Street, New York.

Situation Wanted.

AN EXPERIENCED SUPERINTENDENT is open for position as superintendent or foreman with some reliable house. No small house considered. P. O. Box 242, Reading, Pa.

"Yourself" in Salesmanship

(Continued from Page 14)

man in the organization be individually up to standard—individually efficient. Therefore, the efficiency of any organization is measured in exactly the same ratio as the efficiency of the individuals who make up the organization, and each individual's standard of efficiency is in proportion to his standard of "self." And here's something for every individual who constitutes a part of any business organization to remember:

The man who puts his best "self" and his best efforts into an organization and helps to make it greater, stronger, more successful and more efficient is advancing his own individual welfare beyond his power to estimate.

(This is the second of a series of Salesmanship Talks by Mr. McCleskey. The third, which will appear in the September 15th issue of the TOBACCO WORLD, will discuss Individual Efficiency.)

"CINCO" CIGARS FOR ARMY CANTONS

Otto Eisenlohr & Brothers, Incorporated, have received today from the United States Government a confirmation of contract to supply the army cantonments throughout the United States with "Cinco" cigars, shipments to begin immediately.

This is another evidence that the Government is trying to treat the boys well, and is anxious that they should have as good a cigar as a nickel will buy.

The original contract calls for many hundreds of thousands of "Cinco" cigars, and doubtless will aggregate millions before the cantonments are closed.

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Sergeants Mackin, Poegnant and Beet, Corporal Rogers, Privates Scully, Vandenbark, Nolan, Dietz and Martin, of Company C, 12th N. Y. Infantry, photographed at McAllen, Texas. Look for the famous muslin sack.

Company C Answers "Roll" Call

All hands "roll their own" in the army and navy. Wonder why our fighting men prize the "Makings" so highly? Here's the reason:—

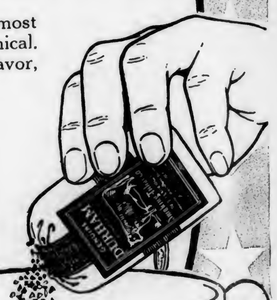
You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO

The "Makings" of a Nation



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Just try mixing a little genuine "Bull" Durham Tobacco with your favorite pipe tobacco—it's like sugar in your coffee

Guaranteed by

The American Tobacco Co.
INCORPORATED

"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

VOLUME 37 NO. 18

The TOBACCO WORLD

SEPTEMBER 15, 1917

U. S. Department of Agriculture

HEADQUARTERS FOR

MANILA TOBACCO

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PERFECT BURNING AND EXCELLENT QUALITY

Sizes from 20 inches to 29 inches

The Cheapest and Best Tobacco Now Available to the American Manufacturer

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SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

Boost W D C Pipes

and they will boost you. Every one is made with the care and quality which will make friends for you among smokers. A style, a price, to suit every man.

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The Big Four

BRIGHTON,	50c and up.
WINDSOR,	75c and up.
STRATFORD,	$1.00 and up.
WDC Handmade,	$1.50 and up.

24 shapes, genuine French Briar, and

The Wellington
THE UNIVERSAL PIPE

W D C Pipes are nationally advertised, at prices which are fair to the consumer and allow the wholesale and retail trade a reasonable *profit*.

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F. C. LOZANO J. M. LOZANO

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M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cheriff Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grosse Backerstrasse

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EISENLOHR'S Cinco CIGARS

reduce selling cost—because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

LONDRES
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OTTO EISENLOHR & BROS., INCORPORATED PHILADELPHIA

ROCKY FORD CIGAR

HAND MADE DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—2 for 5c and 3 or 10c., giving the Jobber and Retailer an exceptional margin of profit.

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General Offices, Pittsburgh, Pa.

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ROMEO Y JULIETA

The Leader in all the World's Markets

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"EL GRANDE"

The Juan C. Portuondo CIGAR MFG. CO.
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ESTABLISHED 1867

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For Gentlemen of Good Taste

San Felice CIGARS

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LIMA, O.

Everywhere

Monarch Size — Conchas Size
Selling at 5 cents Straight
Ask Your Jobber
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Havana, Cuba
Estrella No. 19

Manufacturers of the old brands
"Sol" and "Devesa de Murias"
Independent factories

Our Motto: Quality, always a little better than Havana's Best

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EFFICIENCY! PROMPTNESS! SERVICE!
Quality Cigar Labels and Bands
ADOLPH FRANKAU & CO.
INCORPORATED
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TRADE B&B MARK
Selling Agents for Heywood, Strasser & Voig Litho. Co.
Cigar Box Labels, Bands and Trimmings
of the Highest Quality
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S. Loewenthal & Sons
Importers of Havana and Packers of Leaf Tobacco
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YEARS OF EXPERIENCE HAVE MADE
PUNCH
A Cigar with Hardly a Rival
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AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

CHANCELLOR
The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

Volume 37

THE TOBACCO WORLD

Number 18

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, SEPTEMBER 15, 1917 — Foreign $3.50

Why Not Let One Concern Buy Sumatra For All The American Cigar Manufacturers?

THE work of the Sumatra Tobacco Import Corporation in going to the Island of Sumatra and purchasing the leaf direct and bringing it into this country gives an opportunity for a suggestion that we believe will prove valuable to the cigar manufacturing industry if an attempt is ever made to try it out.

One of the things in this country to which the Government has not given the strictest attention is the development and maintenance of domestic industries. The war has stirred this interest to some extent, and it may be that at the end of the conflict opinions regarding the Sherman law, etc., may have undergone a change.

In a chapter of the book "My Four Years in Germany," written by our former Ambassador at the German Imperial Court, James W. Gerard, attention is directed to the central buying board which was established in Germany shortly after the beginning of the war. This board prevented a manufacturer from buying direct raw materials from abroad. Instead, all the orders for the different raw material desired were placed with this board.

To quote from the chapter of the book, which is copyrighted by and running serially in the "Public Ledger," Mr. Gerard explains the reason for this central buying board as follows:

"The Central Einkauf Gesellschaft will see that all those desiring to buy cotton or copper put in their orders on or before a certain date. When the orders are all in the quantities called for will be added up by this central board and then one man will be in a position, representing the board, to go to America to purchase the 4,000,000 bales of cotton or 200,000,000 pounds of copper.

"The German idea is that this one board will be able to force the sellers abroad to compete against each other in their eagerness to sell. The one German buyer will know about the lowest price at which the sellers can sell their product. By the buyer's standing out alone with this great order the Germans believe that the sellers one by one will fall into his hands and sell their product at a price below that which they could obtain if the individual sellers of America were meeting the individual buyers of Germany in the open market.

"When the total amount of the commodity ordered has been purchased it will be divided up among the German buyers who put in their orders with the central company, each order being charged with its proportionate share of the expenses of the commission, and, possibly, with an additional sum for the benefit of the treasury of the empire.

"Before the war a German manufacturer took me over his great factory, where 15,000 men and women were employed. He showed me great quantities of articles made from copper, and said: 'We buy this copper in America, and we get it a cent and a half a pound less than we should pay for it because our Government permits us to combine for the purpose of buying; but your Government does not allow your people to combine for the purpose of selling. You have got lots of silly people who become envious of the rich and pass laws to prevent combination, which is the logical development of all industry.

It is vastly to the interests of the cigar manufacturer, as well as to those of the jobber and retailer that the costs of production be kept down. Instead of being forced to buy in competition with each other would it not be better if they were able to lump their purchases and buy together?

Here is the Sumatra Tobacco Import Corporation composed of firms ranking high as Sumatra tobacco experts, and also possessing a full knowledge of conditions regarding the tobacco and its purchase.

Why should not the cigar manufacturers of the United States who use Sumatra tobacco join together and place their orders for Sumatra leaf through one buying corporation? Instead of agents of American factories and some of the American manufacturers individually competing against each other at Amsterdam inscriptions, why not lump their orders and let one buyer represent the entire industry? All the expenses incurred should be added to the cost of the tobacco plus a certain brokerage for the buying corporation.

(Continued on Page 26)

TOBACCO TRADE-MARK PIRATES

THE first cases of trade-mark pirating, with respect to tobacco products in the Latin-American countries has just come to the attention of the authorities in Washington, through a communication from the American Consul General at Mexico City to the State Department, wherein he states that Mexico City is flooded with counterfeit American tobacco and cigarette packages.

Manufacturers in other lines have been suffering from these sharp practices of the Latins, who are highly accomplished trade-mark pirates, for many years. Complaints have been sent to the various branches of our own Government, but because of their being no pacts between the United States and the countries to the south of us, no relief could be obtained. It was for the purpose of securing a better understanding of patent and trade-mark rights that meetings of the Pan-American Conference were called.

In his report, the Consul General refers particularly to the pirating of the brands "Tuxedo," "Golden Scepter" and "Velvet." The packages are similar in every respect to the original packages sold in the United States. The most evident mark of fraud is the absence of the American revenue stamps and the name of the manufacturer or factory. Officials of the Bureau of Foreign and Domestic Commerce, of the Department of Commerce, took up this matter with the various firms mentioned in the report from Mexico City. Some of them are not interested because they do not ship their products into Mexico, while others are anxious to have their brands better protected.

If a trade-mark registered in the United States is not also registered in each of the Latin-American countries, the owner has no protection there in the event of some native picking it up and, on complying with the requirements of the laws of the particular country he chooses, secures registration and the mark becomes his as against the rightful owner in the United States. Then there is nothing that the latter can do except buy out the person so obtaining possession of the trade-mark, very often at a very high figure, and it is this that has led to those South Americans resorting to such sharp practices being termed "pirates." It is said that a good many trade-marks are registered in this way simply to enable the blackmailing of American concerns; they hold them up, and it depends upon the importance of the article as to how much must be paid.

Representatives of each of the governments to the south gathered in Washington and agreed that there should be more universal protection afforded to inventors and owners of copyrights, and a convention was entered into looking to the establishment by treaty of a system which contemplated the opening of trade-mark, copyright and patent bureaus in Havana, Cuba, and Rio de Janerio, Brazil, the former for the more northern countries, the latter for the southern ones. This convention has been ratified by a large majority of the countries, but there still remains some who have not yet come in, and, of course, the commencement of work has been delayed.

Under the plans adopted, the owner of a trade-mark, patent or copyright, resident of the United States or any of the countries party to the convention, would merely register the same in the two international bureaus, if he desired protection in both groups of countries, and the bureaus would automatically take up registration with each of the countries, to the end that he would have protection everywhere on the Western Hemisphere.

The trade-mark pirates only take the brands that are the most popular; those unheard of and unadvertised would not pay. Hundreds of cases, it is said, have also come to the attention of the authorities in which the resident agent in one of the South or Central American countries would register in his own name the trade-mark of his employer, often then offering it for sale to the latter at an exorbitant figure.

C. L. L.

ANOTHER ANTI-TOBACCO LEAGUE

SECRETARY OF STATE J. I. LYON, of Oklahoma, has recently issued a charter at Guthrie to the Anti-Tobacco League of America, formed by the Rev. J. W. Bowles, of Lambert, Okla.; A. E. Sale and Cornelius Bowles, of Enid, Okla.

The avowed purpose of this league is to conduct an educational propaganda to teach the evils of tobacco, and to influence the prohibition and sale of it. Of course there is a clause particularly aimed at the cigarette.

Right now these estimable gentlemen could do a real service for their country, and one that would be appreciated, if they would spend their time, effort and money upon some such serious work as keeping down the price of coal or selling Liberty Bonds.

The next bill we expect to hear of before Congress is one asking for an appropriation to have the ocean moved away from seashore resorts from Saturday nights until Monday mornings because many are tempted, and fall, for Sunday bathing.

LAST SUMATRA INSCRIPTION SEPTEMBER 22ND

The early arrival of steamers at San Francisco, bearing the last of the tobacco purchased on the Island of Sumatra by the Sumatra Tobacco Import Corporation, has enabled that syndicate to set September 22nd as the date for the third and last inscription. This will be held at "American Frascati," 161-167 Maiden Lane, New York City, beginning at 10 A. M. The same management and the same regulations will prevail as at the two previous inscriptions.

At this sale there will be offered between 3000 and 3400 bales of Sumatra comprising wrappers of both nickel- and ten-cent types.

Samples will be shown Tuesday, September 18th at 9 A. M., and every day thereafter until the sale, at the offices of H. Duys & Company, 170 Water Street; E. Rosenwald & Brother, 145 Water Street; Cullman Brothers, 161 Front Street; Percival Levy, 169 Water Street, as well as on top floors of 131 Water Street and 135 Front Street, and in the sample rooms of the American Sumatra Tobacco Company, at 142 Water Street, and at the general inspection room at the "American Frascati." Friday the 21st will be the general inspection day which will include a complete line of new samples shown only at the Frascati.

It is said that at this last inscription there will be many smaller lots offered which will be an interesting and beneficial feature.

Undoubtedly at this last sale competition will be keen and prices accordingly high. But in any event it is the last sale of this year.

FACTORY SMOKING RULES

ACCORDING to the requirements of the New York Labor Law, the Industrial Commission held a public hearing September 5, at 10 A. M. on the adoption of the new rules submitted to the Commission by the special Advisory Committee appointed for the purpose of framing a set of rules permitting smoking in factories.

The special Advisory Committee comprises: Richard J. Cullen, deputy commissioner, chairman; Louis Wiard, industrial commissioner; Thomas C. Eipper, deputy commissioner; Robert Coleman, of the Pierce-Arrow Motor Car Company, Buffalo; Max A. Adler, of L. Adler Brothers & Company, Rochester; Mark A. Daly, general secretary of the Associated Manufacturers and Merchants, Buffalo; Harry A. Engel, Schenectady (molder); Thomas D. Fitzgerald, New York State Federation of Labor, Albany; Charles Dushkind, secretary and counsel, Tobacco Merchants' Association, New York; F. J. T. Stewart, Superintendent Bureau of Surveys, New York Board of Fire Underwriters, New York.

After a number of sessions the special Advisory Committee recommended the following rules:

RULE 15. The term "incombustible," as used in these rules, means articles, goods, wares or merchandise which will not support combustion.

The term "non-inflammable," as used in these rules, means articles, goods, wares or merchandise which will support combustion but which will not readily burn.

The term "contents," as used in these rules, means articles, goods, wares and merchandise, packed, stored, manufactured or in the process of manufacture.

RULE 16. Smoking may be permitted only upon written application by an employer, and after the issuance of a permit by the Industrial Commission. The permit shall state the conditions upon which, and the place or places where smoking may be permitted.

RULE 17. Smoking may be permitted in cigar and cigarette factories for sampling, testing and experimental purposes, provided the factory is fireproof or equipped with an approved automatic sprinkler system.

RULE 18. In cigar and cigarette factories, other than those specified in Rule 17, smoking may be permitted for sampling, testing and experimental purposes, in offices, sample rooms and separate rooms provided for that purpose and constructed as defined in Rule 19.

RULE 19. Offices, sample rooms and separate rooms in which smoking is permitted, except as otherwise prescribed in these rules, shall be constructed of fireproof or fire-resisting material; provided, however, that smoking may be permitted in offices, sample rooms and separate rooms constructed of other than fireproof or fire-resisting material, if there shall be installed therein an automatic sprinkler system approved for this purpose. Manufacturing shall not be carried on in the offices, sample rooms or separate rooms provided for the purpose of smoking.

RULE 20. Smoking, except as otherwise prescribed in these rules, may be permitted by the Industrial Commission where conditions are substantially as follows:

(a) In buildings of fireproof construction where the contents are non-inflammable or incombustible.

(b) In buildings of mill construction where the contents are incombustible.

(c) In factory buildings other than those specified in subdivisions (a) and (b), if in separate rooms set apart for the purpose, and constructed as defined in Rule 19.

(d) Smoking shall not be permitted in any tenant factory building which is not fireproof and equipped with an approved automatic sprinkler system, except as specified in Rules 17 and 18.

RULE 21. In factory buildings or protected portions thereof in which smoking is permitted there shall be provided fireproof receptacles in which shall be deposited all waste paper and other inflammable waste materials.

Under the existing law smoking is absolutely prohibited in any factory building; that is, any building or structure "where one or more persons are employed at labor." The Industrial Commission, however, is authorized by the statute to permit smoking in protected portions of a factory or with special classes of occupances by promulgating certain rules, etc., regulating the same.

The Tobacco Merchants' Association, having filed a petition some time ago praying the Industrial Commission to formulate proper rules permitting and regulating smoking in factories, the special Advisory Committee was appointed, with the result that the foregoing set of rules was recommended for adoption.

The tobacco industry was represented at the hearing by Charles Dushkind, secretary and counsel for the Tobacco Merchants' Association.

SAMUEL LOEWENTHAL DEAD

Samuel Loewenthal, one of the best liked men in the tobacco business, and head of S. Loewenthal & Sons, died recently, after an illness of several months, at his home at 302 Convent Avenue, New York City. Prominent men in all branches of the tobacco industry attended the funeral. Mr. Loewenthal was fifty-three years old. He is survived by a widow, one daughter and two sons, Bert and Harry, who are members of the firm of S. Loewenthal & Company.

Mr. Loewenthal came from New Jersey and got his start in the tobacco industry when his father entered the leaf tobacco business. Upon the death of his father, he and his brother, Perry, took over the business and formed the firm of P. & S. Loewenthal.

This was in 1888, and from that time until 1910, the business of the firm showed steady growth due to the indefatigable energy of the brothers and to the high business ideals which they aspired to and endeavored to live up to. In 1910 this firm was dissolved, and each of the brothers went into business with his sons. This resulted in the firms of P. Loewenthal & Company, consisting of Perry Loewenthal and his sons, Adolph and Harry, and of S. Loewenthal & Company, which embraced Samuel Loewenthal and his sons, Harry S. and Bert.

When the shortage of suitable cigar leaf became apparent, Samuel Loewenthal took an active part in the formation of the Philippine Tobacco Company. This company in a short time has built up a remarkable business in Philippine tobacco from the Isabella and Cagayan districts.

The personal integrity of Samuel Loewenthal was not long in impressing itself upon those who did business with the man. It soon came to be known that the word of Samuel Loewenthal was his bond, and that he was generous and considerate in his dealings with those whom he knew to be worthy. It is small wonder that his loss is mourned throughout the trade, and that the greatest heritage which he leaves is a loved and honored name among hundreds of cigar manufacturers.

The new factory of Julius Klorfein, manufacturer of "Garcia Grande," was opened last week at Perth Amboy, N. J.

After a Month's Deliberation Senate Passes Revenue Bill

Washington Bureau.

AFTER more than a month's deliberation, the Senate finally passed the revenue bill by a vote of 69 to 4, and it now goes to conference between committees from both houses, to be put into shape for final passage.

The tobacco taxes, as passed by the Senate, differ greatly from those in the House bill, as a result of hearings held by the Senate finance committee some weeks ago and a number of conferences between members of the committee and representatives of the trade. Tobacco men told the Senators that the taxes in the House bill would be very harmful to the business and, in many instances, would result in such reduction of trade as to bring less revenue in to the Government than would lower taxes. In considering this section of the measure, therefore, the Senate graduated many of the taxes so that the lower-priced grades would not be so heavily taxed.

The taxes on cigars were amended by the Senate so that cigars to retail at not more than 7 cents each are to be taxed $1 per thousand, not more than 15 cents, $3 per thousand, not more than 20 cents, $5 per thousand, and $7 per thousand if to retail at more than 20 cents. The tax on cigarettes weighing not more than three pounds per thousand has been reduced from $1.25 to 75 cents per thousand, and a tax of $1.20 per thousand has been provided for cigarettes weighing more than three pounds.

The House bill provided for the doubling of the tax now existing on all tobacco and snuff hereafter manufactured and sold, which has been changed by the Senate to a flat tax of four cents per pound in addition to the tax now imposed.

An additional tax of fifty per cent. of the tax provided in the House bill on tobacco, cigars, cigarettes and snuff, held for sale on the date the bill is enacted into law has been amended by the Senate so as to reduce the quantities exempted from the tax. The Senate has reduced from 1000 to 100 pounds the amount of tobacco and snuff exempted, and from 20,000 to 1000 the number of cigarettes, and from 20,000 to 500 the number of cigars. This section has been further amended by making it effective on the day after the bill is enacted, instead of 10 days after, as provided in the House bill.

All of Section 402 has been stricken out by the Senate. This makes all the tobacco taxes effective immediately upon the enactment of the bill instead of 30 days after its enactment, as provided by the House measure.

The Senate adopted the amendment of Senator Weeks, of Massachusetts, providing for the relief of importers where it is apparent that a clerical error in an invoice has resulted in the assessment of higher duties than would otherwise be the case. The amendment provides that whenever, upon protest and appeal from the decision of the collector of customs as to the rate or amount of duties as now provided by law, it shall appear that a clerical error was made in invoicing or entering merchandise, resulting in the assessment of more duties than would have been otherwise payable had not such error been committed, relief may be granted and reliquidation of the entry by the collector of customs ordered, if necessary, upon a value below the entered value of such merchandise, according to the equity and justice of the case, whenever it shall plainly and distinctly appear from the evidence taken at the trial of such case before the board of general appraisers that such clerical error causing such excessive assessment of duties was in fact made.

The bill, by reason of the numerous changes in its provisions, now goes to conference. It is not expected, however, that the lower branch will insist upon the adoption of this tariff clause for the reason that there are many among the House Republicans and Democrats alike who are opposed to such an action because of its being so unscientific. It is believed that there are many articles under the Underwood tariff law upon which the rate should be materially increased; there are other articles that would not stand an increase, and all told the House proposal would create confusion at a time when everything possible is being done to keep conditions and things normal.

There are many other provisions of this bill, aside from the income, war excess profits and inheritance taxes, that are of direct interest to the trade. On November 1, next, the provision for a tax of 1 cent for each 25 cents or fraction thereof paid for the transportation of goods, wares and merchandise by express or parcel post, and a tax of 3 per cent. of the amount paid for such transportation by rail or water freight will go into effect; rail and water passenger transportation carries a 5 per cent. tax, and a like assessment is made on seats, berths and staterooms in parlor and sleeping cars or on vessels.

There will be no tax on checks. This was knocked out early in the game, but there will be a stamp tax on drafts or checks payable otherwise than at sight or on demand, promissory notes, for a sum not exceeding $100, 2 cents; and for each additional $100 or fractional part thereof, 2 cents. The House proposed similar taxes on the renewal of such paper.

Stamp taxes are also provided on the entry of goods, wares, or merchandise at any customhouse, either for consumption or warehousing, not exceeding $100 in value, 25 cents; exceeding $100 and not exceeding $500 in value, 50 cents; exceeding $500 in value, $1. Entry for the withdrawal of any goods or merchandise from customs bonded warehouse, 50 cents.

The sender of each telegram or the user of the telephone where the charge for transmitting the message is 15 cents or more, will have to pay an additional charge of 5 cents as a war tax.

CORTEZ CO. ABSORBS G. W. NICHOLS & Co.

The Cortez Cigar Company, Key West, Fla., has recently absorbed G. W. Nichols & Company. For the purpose of retaining the identity of this old firm a new corporation has been formed which is called the George W. Nichols Company. It will be controlled by the Cortez Cigar Company.

Solomon Sternberg, of the firm of Sternberg & Sons, Memphis, Tenn., recently celebrated his eighty-ninth birthday.

Preliminary Report For Fiscal Year Shows Large Cigars Gained 876,587,423

Washington, D. C.

THE United States Government received an income during the fiscal year ending June 30, 1917, from manufactured tobacco, snuff, cigars, and cigarettes, of $102,230,205.36, an increase over the same twelve months of the preceding year of $16,906,110.90, according to the preliminary report of the Commissioner of Internal Revenue to the Secretary of the Treasury.

The receipts for the fiscal year 1917 represent the largest collections in the history of the bureau, according to Commissioner W. H. Osborn. This can be seen from the fact that the aggregate collections totalled $809,393,640.44, as against $512,723,287.77 during the fiscal year ending June 30, 1916. The latter amount had held the record as being the largest collected up to the beginning of the fiscal year 1917.

The report states that the cost of collecting the internal revenue for the fiscal year was approximately $9.53 per thousand dollars, or .95 per cent., which is the lowest annual cost of the Internal Revenue Bureau, notwithstanding the fact that expenses in supervising nonrevenue producing laws, such as the anti-narcotic and cotton-futures acts and the supervision of tax-free alcohol were incurred. The cost of collection the previous year, in which the largest sum was collected prior to the fiscal year 1917, was $14.04 per thousand dollars, or 1.40 per cent. The average cost of collection since the establishment of the bureau is $23.21 per thousand dollars, or 2.3. per cent. These figures are subject to slight modification upon the final audit of collectors' accounts for the fiscal year.

The quantities of cigars, cigarettes, snuff and manufactured tobacco withdrawn for consumption during the last two fiscal years, are as follows:

Articles taxed	*Fiscal year ended June 30—* 1916	1917	*Increase*
Cigars weighing more than 3 pounds per thousand, No.	7,390,183,170	8,266,770,593	876,587,423
Cigars weighing not more than 3 pounds per thousand .....No.	947,537,360	950,130,520	2,593,160
Cigarettes weighing more than 3 pounds per thousand .....No.	21,560,406	27,458,394	5,897,988
Cigarettes weighing not more than 3 pounds per thousand .....No.	21,066,196,672	30,501,735,144	9,435,538,472
Snuff .....lbs.	33,170,680	35,377,751	2,207,071
Tobacco, chewing and smoking .....lbs.	417,235,928	445,763,206	28,527,278

NOTE.—The foregoing table of "Withdrawals for consumption" includes on account of Porto Rican products as follows: 111,722 gallons spirits distilled from materials other than fruit; 208,509,820 cigars, at $3 per thousand; 1,000,000 cigars, at 75 cents per thousand; 980,500 cigarettes, at $3.60 per thousand; and 6,811,920 cigarettes, at $1.25 per thousand; and on account of Philippine products, as follows: 166,547,493 cigars, at $3 per thousand; 10,155 cigarettes, at $3.60 per thousand; 6,271,264 cigarettes, at $1.25 per thousand and 188 pounds manufactured tobacco, at 8 cents per pound.

The following comparative statement shows the receipts from the various items under "Tobacco" during the fiscal years ending with June 30, 1916, and 1917, the figures for the latter year, however, being subject to revision until published in the Commissioner's annual report:

Objects of Taxation	*Receipts during fiscal years ended June 30—* 1916	1917	*Increase*
TOBACCO			
Cigars weighing more than 3 pounds per thousand..	22,170,549.51	24,800,311.78	2,629,762.27
Cigars weighing not more than 3 pounds per thousand	710,653.02	712,597.89	1,944.87
Cigarettes weighing more than 3 pounds per thousand	77,617.46	98,850.22	21,232.76
Cigarettes weighing not more than 3 pounds per thousand	26,332,745.84	38,127,168.93	11,794,423.09
Snuff of all descriptions...	2,653,654.38	2,830,220.05	176,565.67
Tobacco, manufactured, of all descriptions	33,378,874.25	35,661,056.49	2,282,182.24
Special taxes:			
Manufacturers of cigars,	300,403.89	269,387.36	.....
Manufacturers of cigarettes	42,071.25	46,783.26	4,712.01
Dealers in leaf tobacco.	60,019.40	19,297.75	.....
Dealers in tobacco	2,297,705.01	605,296.27	.....
Manufacturer of tobacco	39,653.50	30,622.16	.....
Total	88,063,947.51	*103,201,592.16	15,137,644.65

*Includes $507,533.15 from sale of internal-revenue stamps affixed to Philippine products coming into the United States under provisions of the Act of August 5, 1909.

Internal-Revenue Tax Upon Porto Rican Products

Comparative statement showing the collections of internal revenue upon articles of merchandise coming from Porto Rico during the fiscal years 1916 and 1917.

Articles Taxed	*Receipts during fiscal years ended June 30—* 1916	1917	*Increase*
Spirits distilled from materials other than fruit...	$98,995.71	$122,893.87	$23,898.16
Cigars weighing more than 3 pounds per thousand...	482,817.42	625,529.46	142,712.04
Cigars weighing not more than 3 pounds per thousand	.....	750.00	750.00
Cigarettes weighing more than 3 pounds per thousand	.....	750.00	750.00
Cigarettes weighing not more than 3 pounds per thousand	5,977.25	8,514.90	2,537.65
Total	588,551.78	761,218.03	172,666.25

Internal-Revenue Tax Upon Philippine Products

Comparative statement showing the collection from sale of internal-revenue stamps affixed to articles of merchandise coming into the United States from the Philippine Islands during the fiscal years 1916 and 1917.

Articles taxed	*Receipts during fiscal years ended June 30—* 1916	1917	*Increase*
Cigars weighing more than 3 pounds per thousand...	$249,589.99	$499,642.48	$250,052.49
Cigarettes weighing more than 3 pounds per thousand	15.75	36.56	20.81
Cigarettes weighing not more than 3 pounds per thousand	8,428.76	7,839.08	.....
Manufactured tobacco	63.13	15.03	.....
Total	258,097.63	507,533.15	249,435.52

(Continued on Page 23)

EDITORIAL CHAT AND COMMENT

WE DON'T WANT TO BE OBSTINATE BUT—

A respected contemporary, the TOBACCO LEAF, in a recent issue put forth a belated defense of the method employed by the Sumatra Tobacco Import Corporation in disposing of the Sumatra leaf which they brought into this country direct from the Island of Sumatra, and which constituted the only stocks of Sumatra available in the past few months to American manufacturers.

By the inscription method, the lots went to the highest bidder and, as practically every manufacturer using Sumatra has worked his stocks down to a low point, the demand exceeded the supply and the prices paid for the different lots were out of all proportion to what they would have brought by the usual method employed by Sumatra importers in this country.

It is true, as our contemporary says, that the manufacturers established the prices themselves. But it was necessary to establish these prices, or go without the tobacco, under the inscription method. There certainly was no ground for belief that the tobacco could not be profitably disposed of by the usual method. Some six thousand bales were sold outside of inscriptions and if, as it is said, the inscription plan was decided to be the fairest, then it would appear that any other method of disposal was less fair.

As regards the risk, we take it that the Sumatra Tobacco Import Corporation, which is composed of level-headed business men, protected their purchases with ample insurance. And no one would deny them the right to add to the cost of the tobacco the additional expenses for insurance, freight, etc.

How there could have been a possible loss to the syndicate, particularly after the tobacco arrived in this country, is not quite clear. They control the only available stocks of Sumatra in the country at the present time. Almost every manufacturer who uses Sumatra needs to replenish his stocks to some extent. Under the usual method a manufacturer could have gone to the importers and purchased so long as the supply lasted. But not every manufacturer could go into the inscriptions and bid any such prices as ruled and be able to finance the purchase.

Aside from the fact that the small manufacturer has been at a disadvantage in securing Sumatra through the inscriptions, an excessive increase in cost has been placed upon Sumatra wrapped cigars. And it is to be considered that this added cost must be handed to the jobber and retailer, and the latter named has no alternative but to get it out of the consumer. Even at present the dealers are not entirely successful in getting higher prices. They have had plenty of advice on how to do it, but there is quite a gap between the propagation of a theory and the practical application of it, as is being found out in every section of the country.

The manufacturers are not to be blamed, because they had to have the tobacco and since they had to go into competition to get it the prices very naturally ruled high. The manufacturers probably did not foresee the prices that were paid at the first inscription. But as has been pointed out if ALL the manufacturers had stayed away from the inscriptions, the syndicate would have been left with the tobacco to dispose of in the ordinary way. They would have made a handsome profit in any case.

We have criticized the method of disposing of this Sumatra as the result of numerous protests that have been made to us by cigar manufacturers, some of whom purchased at the inscription and some who did not.

The Sumatra Tobacco Import Corporation did do the cigar manufacturing industry a magnificent service in bringing the leaf into this country, and for it they are entitled to be "liberally repaid." They would have been "liberally repaid" if the Sumatra had been sold by the usual method. But it is the feeling among some of the manufacturers, as a result of the inscription, that the word "liberally" might well be expanded to "munificently."

TOBACCO FOR THE SOLDIERS

AFTER fighting one war to establish the principles of democracy and freedom, and another to preserve them, we must certainly feel a thrill of patriotism as our own soldiers enter foreign battlefields to defend them.

When we consider that some of those who go overseas are going, perhaps, to give their lives, it is but little for those of us at home to do what we can to help win the war, whether it be by purchasing Liberty Bonds, or by contributing to the hundreds of funds being raised for the solace and comfort of those who are going willingly to sacrifice, if necessary, their precious selves.

This is but to preface a criticism of those who are filling columns of newspapers all over the country with attacks on "tobacco funds" and tobacco. Some of these letters are part of an organized propaganda, some are the letters of individual cranks—but all of them are supremely selfish in seeking to deny the soldier the boon of tobacco.

Some of these letter writers insinuate that the purpose of these funds is to teach the nonsmoking soldiers the use of tobacco, while others think that it is but an effort to encourage the habit among smokers.

After three years of war, generals and privates have given their unqualified approval of the use of tobacco by the soldiers, and for reasons easily understood by anyone who has ever used tobacco.

It would be a boon to the country and would do these letter writers a lot of good in an educational way if they could be sent to Europe and left under shell fire for five or ten hours.

There is nothing too good for the boys who are going to war to help fight the battles of those who cannot go. War means possible loss of life, possible permanent injury, in any case inconceivable hardships. Anyone who would deny the soldier in the trenches the solace of tobacco marks himself as an example of a narrow-minded and selfish protoplasm.

Little Helps for Window Display Men

Timely Hints to the Merchant in Making his Windows Attractive—Little Labor and Small Outlay Involved

Fig. 1

THE writer has been preaching originality in these pages by urging the displayman of the smaller stores to adopt the ideas of the larger.

A great many home-made fixtures have been explained. Many set-pieces have been shown and the manner of making them shown.

It remains, however, for this month's list of suggestions to contain the most original item for window display use ever yet used in city stores.

In Figs. 1 and 2 are shown two of the latest ideas in window fixtures. One is a Billy Goat from our Noah's Ark, and the other is a personification of Liberty—what the whole world is fighting for.

In these fixtures the displayman has a range of subjects from the hump-backed camel to the "two-tailed elephant" to choose from.

One feature of these fixtures is their versatility. They can be made any size, within a limit of six feet and six inches, with eighteen to twenty-four inches the better height. They can be used to drape wearing apparel and piece goods upon. They can be made of a size where dainty novelties and even jewelry may be shown upon them.

Now, we are sure some merchants will say: "What! use such caricatures in my windows?" "Oh, horrors!" another will exclaim: "Use fixtures like that to coax the dollars from the pockets of the customer?" and so on.

There is nothing stranger than success. These fixtures have proven a success. Why? Because of their orginality. Because they get away from that awful sameness that fixtures have shown for years back. Because they will attract attention to the window—and attention comes before a desire can be created for the goods on display.

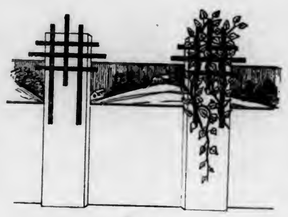

Fig 3

These fixtures are nothing more than figures cut out of lumber. Large figures are cut from inch boards, smaller ones being cut from half-inch stuff. They are then painted in bright colors and mounted on bases, so that they will maintain their equilibrium even when a weighty article of merchandise is displayed on them.

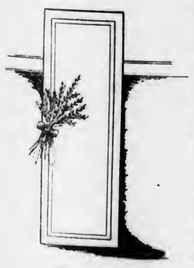

Fig. 4

Fig. 1 is adapted from an American statue of Liberty. She is shown clothed in a garb well known as the emblem of Liberty.

In making fixtures of this character it will be found to advantage to select subjects that will admit of high coloring effects—these being at the moment the latest mode in decoration.

At the present time it might be a good plan to have a number of these fixtures in the form of soldiers. Some might show the "Tommy" in khaki, others the "Highlander" in his kilts, "Jackey" in blue and white, etc. A row of soldiers in the window at the present time will attract attention.

The coloring should be bright, and strong contrasts should be shown.

The Goat in Fig. 2 is one of the simplest forms of this new idea, Fig. 2 representing a higher form of art.

Fig 2

The columns and lattice used in Fig. 3 are easily made of old lumber. Note how effectively they are worked into a background.

Columns may be square or round, they may even be flat boards. The lattice is made of strips of light lumber nailed together in cross-formation. Could anything be simpler?

The flower trimmed column can be used in many ways, that shown in Fig. 3 being only one of the many. The column illustrated would answer as a set-piece for a central decoration.

The scenic panel may be omitted and a panel of plain wall paper or one of figured design. Printed crepe paper can be had in many seasonable designs suitable for this purpose. The general form and idea might be carried out in a hundred variations with just as good effect.

When large columns are made out of old lumber it is easier to cover them with white paper and then with factory cotton that it is to try and secure a satisfactory finish by using paint and enamel. If the lumber is new, smooth and free from knot and nail holes, it is a different thing. Cotton can be painted over just as easily as the wood if a coating of glue size is first applied. Water paints, such as Alabastine and Muresco, can be applied direct to the cotton, as there is a certain amount of size in these paints.

Fig. 4 shows a very pretty panel arrangement, which can be made to serve as a background for such articles as wearing apparel, or as a window background motif.

Panels of this sort fit in with many different displays. They can be used to emphasize the color scheme. They can be used to throw out more prominently some article of merchandise displayed. They are handsome for background use.

Wall paper affords the displayman a variety of colors and designs for making panels of this nature timely and effective. They do not have to be used for a long time without change. Another coat of paper and it is ready to do duty in the window as a "new" panel.

The addition of a bunch of foliage or flowers tied with a ribbon,

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Fig. 5

HAVANA LETTER

Havana Office: Perseverancia 8
Carlos Wintzer, Representative

Havana, September 8, 1917,

THE animation noted in our market during the previous fortnight has continued unabated during the past two weeks and the buyers, while regretting the high prices they are asked to pay, nevertheless have convinced themselves that it is useless to kick any further. They have made up their minds that the high prices are justified not alone for the present crop but that they are liable to rule so for another year, as the chances of an early peace are still too remote to be taken into consideration. Owing to the scarcity of labor in the country and the higher wages paid by the sugar cane planters, as well as by the more numerous mine owners, it has been impossible for the vegueros to produce a crop of tobacco as reasonable as formerly. Besides, the fields formerly devoted to the nicotine plant have to a great extent been changed into cane plantations, thus diminishing the number of acres for the tobacco culture. To raise tobacco, which is subject to so many atmospherical changes during the growing season not alone but also while the plucked leaves are undergoing the curing process in the drying sheds, the chances of realizing a uniform, fine crop are often disappointed. The planting of sugar cane, on the other hand, is surer in giving our farmers a better monetary result, at least while the war is still progressing in Europe. For this reason so many vegueros have abandoned the raising of an uncertain crop like tobacco. Of course there always will remain enough vegueros, as long as the prospect of more remunerative prices holds out an inducement to make a decent living without running into debt, which has been the case frequently. When sugar prices in the course of years drop again, then we may see a reversal of the present order. Until this occurs, we have to be prepared to see higher ruling prices for our leaf tobacco.

Vuelta Abajo has been mostly in demand, factory vegas as well as heavy quality styles for mixed cigars, and including the colas for our cigarette manufacturers. Partido fillers and the low grades of resagos have also met with a fair demand, while so far of Remedios only the loose leaves and unstrippable terceras (thirds) were inquired for by the cigarette manufacturers. The time of operating in first and second capaduras has not arrived yet, but we now look for high prices. The supply is limited and all good lots are bound to fetch good figures as the American manufacturers are bound to acquire them, provided they intend to keep up the standard of their brands. After the war-taxes have been disposed of, we are looking for a good, healthy demand from the United States. Furthermore, the South American Republics are constantly increasing their importations of our leaf, and, besides, the internal consumption of our island is growing from year to year. As the Oriente crop has been a complete failure this year, there has set in another good demand for Remedios leaf from the Oriente province, which formerly was using mostly only the different varieties, like Yara, Mayari, Gibara, etc.

Sales during the past fortnight totalled 15,273 bales, or split up into: Vuelta Abajo and Semi Vuelta, 9849; Partido, 3656, and Remedios, 1768 bales.

Buyers were: Americans, 9464; exporters to Europe, 62; shippers to South America, 1030, and our local manufacturers of cigars and cigarettes, 4717 bales.

Receipts of Leaf Tobacco From the Country

	Two Weeks Ending August 23, 1917.	Since January 1, 1917.
Vuelta Abajo	20,020 bales	75,281 bales
Semi Vuelta	904 "	5,469 "
Partido	2,961 "	15,049 "
Remedios	7,252 "	47,024 "
Totals	31,137 "	142,823 "

Exports of leaf tobacco from the port of Havana for the two weeks ending August 25, 1917, totaled 6806 bales, which were distributed to the following countries, viz.: To all ports of the United States, 4879; to Canada, 835; to London, England, 62, and to the Argentine Republic, 1030 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals: From New York—S. Ruppin, of S. Ruppin, Incorporated; Ernest Ellinger, of Ernest Ellinger & Company; Manuel Rodriguez, of Manuel Rodriguez; Jose Menendez, of Jose Menendez; Fred Davis, of Sam. I. Davis & Company, and Richard Sichel, of B. Rosenbluth.

From Tampa—Mortimer Regensburg, of E. Regensburg & Sons, and Francisco Arango, of Francis Arango & Company.

Departures: To New York—Ted Smith, Mortimer Regensburg, Mark A. Pollack and Joseph Mendelsohn.

To Tampa—Jaime Pendas and Joaquin Flores.

To Key West—A. W. Arnold.

To San Francisco—David Frankel.

Leaf Tobacco

Mortimer Regensburg purchased, through Jose Suarez & Company 2800 bales of Vuelta Abajo and Partido, for E. Regensburg & Sons, of Tampa and New York.

Leslie Pantin is actively at work upon the registry of about 8000 bales of tobacco, for account of his customers, which he bought verbally during the past fortnight, subject to examination.

Mark A. Pollack purchased 1700 bales of leaf for his customers in the last fortnight, of which there were 900 bales bought by David Frankel, for their Natividad factory, of San Francisco, Cal.

Joseph Mendelsohn leaves today for a short trip to the States, via Key West. He purchased as president of the Manuel Suarez Company 2050 bales of leaf for account of their customers, in August.

The cigar and cigarette factory of Sucesores de Juan Lopez was sold this week to C. del Peso & Company, upon private terms. The latter firm is going to increase the business, having ample means to make it a success.

Other buyers of importance were: Cifuentes, Pego & Company, 1875; Cuban Land and Leaf Tobacco Company, 1624; Hija de Jose Gener, 1317; Perfecto Garcia & Brother, 800; Walter Sutter & Company, 764; Allones, Limited, 630; Hinsdale Smith & Company, 600, and Marcelino Perez & Company, 237 bales of leaf tobacco.

Other sellers of importance were: Muniz Hermanos, 2500; Sierra & Diez, 1395; Candido Ibeso, 1207; Ruperto Leon, 1198; Manuel A. Suarez & Company, 932; Jose C. Puente & Company, 815; Jose F. Rocha, 538; Miguel Gutierrez e Hijo, 250, and I. Kaffenburgh & Sons, 200 bales of leaf tobacco.

(Continued on Page 22)

The Third and Last Sumatra Inscription

At the "American Frascati"

161-167 Maiden Lane, New York

Will Be Held

SATURDAY, SEPTEMBER 22

Samples to be shown Tuesday, September 18, at 9 a.m., and every day thereafter until the sale.

The quantity offered will represent from

3,000 to 3,400 Bales of Sumatra Tobacco

comprising some desirable nickel and ten cent types

Sumatra Tobacco Import Corporation

H. DUYS & CO., Inc.
170 Water Street
New York

E. ROSENWALD & BRO.
145 Water Street
New York

CULLMAN BROS.
161 Front Street
New York

Individual Efficiency In Salesmanship

By J. R. McCleskey

MR. HARRINGTON EMERSON, one of the best known authorities on business efficiency, relates the following incident in the opening chapter of a recent book on this subject:

In the summer of 1912 I attended a field day of athletic sports at a boys' school.

One of the contests was swimming under water for distance.

Dr. Luther Gulick, who was with me, asked one of the boys whom we knew if he intended to enter it.

He said he did not, because, while he could swim under water, he had not trained for it.

"Would you enter the race," we asked, "if you were sure you could win?"

"Why, certainly," he replied.

"We can tell you how to win it," we said.

He looked skeptical, but waited respectfully.

"How long can you hold your breath?" asked Dr. Gulick, taking out a stop watch.

"I don't know."

"Try it and find out. Hold your breath just as long as you can now."

He filled up his lungs and held his breath manfully for fifty-six seconds.

"You have held your breath four seconds less than a minute," we told him. "Is that as long as you can hold it?"

"Yes, sir."

"And yet there are people who hold their breath for three to four minutes. A sea lion can hold his breath under water for thirty-five minutes. Any normal boy of your age can hold his breath for two minutes without hurting himself. The secret is to breathe deeply and slowly many times, thus over-oxygenating the blood, then with the lungs full, to hold the breath. Now, we shall hold the watch again, and give you the signal. You can hold your breath two minutes."

We held the watch and he did as we told him. It was a hard struggle, but he managed it.

"You see," we said, "you can hold your breath twice as long as you thought you could. Now, how many strokes do you take in a minute when you swim under water?

"Make the motions with your arms just as you make them in the water, and we shall count."

We found he made sixteen strokes a minute.

"Now," we said, "you know you can hold your breath for two minutes. You know that by counting twenty-four strokes you will know when a minute and a half is up. Now, you go into this race, dive into the water, swim full twenty-four strokes—it will not kill you, and you will win."

Then the instructions were written out so that he could not possibly make any mistake about it.

An hour later he easily won the swimming-under-water contest.

We quote Mr. Emerson's story because it so aptly illustrates what is meant by individual efficiency. This boy had no idea of entering the swimming contest, because he thought he had no chance to win it; in other words, he did not know how to win, and so he thought there was no use trying. In studying efficiency we learn this fact.

There is one best way to do everything, and our object should be to find that one best way, and do it that way.

The stumbling block which kept this boy from entering the contest at first was that he did not know the "one best way" to win. It was not because he lacked the desire to win; everyone has a natural desire to succeed, but the majority of people never make the effort, simply because they do not know how. They have not learned the "One best way" to do the work that is before them. It makes no difference what one's work may be, whether he be a bricklayer or a bank president, there is one best way to do it, and our only aim and object should be to find that way and follow it.

When the boy learned the one best way to win the swimming contest, it was easy, whereas a few moments before he thought it impossible. The same thing applies to Salesmanship. A man says to himself, "Oh, what's the use! I can't make a success," "I can't win," etc. Now, why can't he succeed? Why can't he win? Simply because he does not know how—he has not learned the one best way to do his work. The boy thought he could not hold his breath for more than fifty-six seconds, but when he made the effort he found that he had thought wrong, because he discovered, as a matter of fact, that he could hold his breath for two minutes. He also learned that he could take sixteen strokes per minute, swimming under water, and then, by counting his strokes, he could gauge the time that he knew he could hold his breath.

Before going into the water he knew the one best way to do what he was trying to do, and he knew that he could do it, because he based his calculations on accurate knowledge, while the other boys in the swimming contest had simply been going by guesswork. The other boys spent several weeks practicing swimming under water, but it never occurred to any one of them to find out by a watch how long he could hold his breath or to find out how many strokes he could take per minute under water. Therefore, when they entered the contest not one of them knew what he could do or how he was going to do it, except the boy who had learned the one best way by accepting and following the methods of efficiency suggested to him by Mr. Emerson.

Knowing how to do a thing the one best way and knowing that you can do it, is ninety-nine per cent. of doing it.

But, you say, how does this apply to Salesmanship and other business problems? For example, we will size up two salesmen, one of whom works by the old haphazard, hit or miss method, and the other working by the methods of efficiency to the best of his ability. The first salesman, whom we will call Jones, gets a position with a certain firm. He receives his general instructions from the house, and is assigned to his territory to get the business. Jones starts out in an aimless sort of way, without any definite plan of how he is going to get results, but with just a hazy idea that he is out to "Sell Goods." He flounders along for a week or two without following any definite plan of work; one day he starts out bright and early in the morning, and the next day he sleeps until ten o'clock; one day he plods

(Continued from Page 30)

"LET 'ER RAIN!"

PROTECT YOUR PROFITS

Stock Manila Cigars. It Pays!

Manila Cigars offer the American Dealer an opportunity to derive a fair profit from the business. Excellent sizes that may be sold for a nickel straight are coming in large quantities from Manila to supply the demand for a standard five cent cigar. The jobbers' prices for these goods are considerably lower than for hand-made, domestic cigars of the same class.

There is also a growing demand for the higher grades of Manila, three-for-a-quarter, ten straight and two-for-a-quarter sizes. The Philippine government guarantees Manila cigars for export to be of prime tobacco, hand-made, and that the rigid laws governing factories in the Philippines have been complied with in every particular. Look for the guarantee stamp on every box.

THERE IS PROFIT IN MANILAS

Complete list of Manila factories and their U. S. distributers on application

MANILA AD. AGENCY - 546 W. 124th Street, N. Y.

PROBLEMS OF PROFITS

By GORDON W. KINGSBURY

A Question of Speed

WHAT is the most costly thing you handle in your store?

Don't think of the highest priced goods, for that answer is wrong.

The most costly thing you have anything to do with is time—minutes, hours, days, weeks and months. Let us prove this to you.

Suppose your average expense is twenty per cent. of the sale. Suppose you buy a flying machine for $5000 to sell for $10,000. Will you make a net profit over your twenty per cent. expense?

If you sell it within a year, yes. You'll take off $2000 for expense and have $3000 left for profit.

But suppose it is five years before you sell it?

Expenses are twenty per cent. for each one of the five years or 100 per cent. for the period. You have used up the whole $10,000 you got for it, and are out the $5000 you paid for the absurd piece of merchandise.

All because of the time it took to turn the investment into money again.

Suppose you had bought instead of a flying machine, $5000 worth of chewing gum, candy, soda water or anything else that would sell rapidly—in a short time—for only $7000. If expenses were still twenty per cent., or $1400, the profit would be only $600. But if you sold this amount ten times over in a year, you'd get $6000 profit out of it.

Thus speeding up the time increases the real profit, although the margin is much smaller.

Therein appears the surest way to work out a profit where cost of goods and selling price are pretty firmly fixed by causes beyond our control.

Distributing Expenses

We have assumed that twenty per cent. of the sale was the expense of doing business. That figure was obtained by dividing the expense for an entire year, $10,000, by the sales for the year, $50,000. But is this the right way to figure the percentage cost of doing business? We haven't yet taken into consideration the capital invested. We bought $30,000 worth of goods during the year, but we may not have had $30,000 invested in goods at any one time.

Suppose we have an average investment in goods of $15,000. That would mean on the average we turned our goods over twice during the year. Some of them we turned over only once, others twice, others four times, some ten times.

We can afford to operate on a smaller mark-up where we turn the goods more often. Should we not also charge up a smaller percentage of expense on goods turned more often? Consider this:

The expense for rent, salaries, light, etc., is a daily expense. It should really go on the goods on hand every day. The goods that stay longest on the shelves should stand the greatest charge for rent. That's what we rent our building for—to hold goods. They should stand the greatest charge for other expenses, because it costs more to hold goods and to sell the kind of goods that don't move rapidly.

The ideal way, if it didn't take too much bookkeeping, would be to tax each article so much a day for every day it remains unsold. Then we would get after the goods that were eating themselves up in taxes, and if we couldn't move them faster we would have a sale and replace them with goods that did sell rapidly. We ought to figure our yearly expense down to a certain per cent. not of the sale price, but of the average inventory, and divide by 365 days; then let each article carry the percentage multiplied by the number of days it remained in stock.

To do this with every article would require altogether too much accounting. It wouldn't pay to get the figures. But we should keep the principle in mind at all times that the small mark-up repeated many times a year may exceed the large mark-up turned only once a year, when it comes to the profit that we are in business to get.—Courtesy of the "Modern Merchant and Grocery World."

(This is the second of a series of articles by Mr. Kingsbury. In the third, which will appear in the October 1st issue of the TOBACCO WORLD, he emphasizes the need of regular inventories and quick turnovers.—The Editor.)

THE SALESMAN'S EDUCATIONAL MANUAL

There have been a great many volumes written about the tobacco industry, but those which have fulfilled a definite purpose are to be counted on the fingers of a hand.

The Salesman's Educational Manual recently published by the M. A. Gunst & Company, Incorporated, branch of the General Cigar Company, Incorporated, is quite the best and most complete of its kind that we have ever seen.

It not only includes brief, but as authentic as possible, histories of the cigar industry, Sumatra tobacco, Connecticut tobacco, Zimmer tobacco, Manila cigars and tobacco, Porto Rican cigars and tobacco, little cigars, stogies, pipes and cigarettes, but also information born of long experience as to the conduct of a salesman in relation to his firm, his customer and himself.

No clerk or cigar-store owner can read this volume without being the better business man and a more intelligent dealer after having done so.

It would be one of the greatest single forces for the betterment of the retail cigar business of the country if a copy of the manual could be placed in the hands of every cigar dealer.

M. A. Gunst & Company are to be congratulated on having performed so great a service for the trade; on the choice of subjects discussed and on the able and intelligent manner in which the subjects are presented. This book has been in preparation for some time and represents an amount of labor and research that will be neither comprehended nor appreciated by the average reader.

MORE SMOKES FOR BOYS IN FRANCE

Washington, D. C.

A second shipment of "smokes" has been sent over to the boys in France, the gift of Lorillard & Company to the Red Cross. The consignment consisted of more than three and one-half million cigarettes.

This is the second shipment to be sent, in response to an urgent call for tobacco cabled to the American Red Cross last month. Arrangements recently made with the French Government provide for the entry of these consignments without the payment of the excessive duties provided by the French tariff laws, and thus has made possible the shipment of much goods that could not otherwise have been sent.

Further shipments are to be made within a short time, and in the near future it is hoped to perfect a plan whereby regular shipments can be made, thus assuring always an adequate supply of smoking materials for the American soldiers abroad.

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

HOW BOLD ADVERTISED

Give a man a good smoke and he will not only remain steadfast to that brand, but he will recommend it to his friends.

Thus a quality cigar is recognized, and like all good things soon becomes known.

The goodness of **BOLD** was, indeed infectious, so to speak, for its goodness is known in almost every part of our vast country.

Quality has advertised

BOLD
"Above All"

BOBROW BROS.
PHILADELPHIA

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Meeting 4th Tuesday of each month at Hotel McAlpin.

EXAMINATION DISTRICTS DESIGNED

Washington, D. C.

THE Treasury Department has just designated the examination districts for the examination and classification of imported Cuban leaf tobacco. This action is taken in accordance with the recommendations of the conference of customs collectors and customs appraisers held in New York, October 4 to 9, 1915, in order to secure uniformity in the examination and classification of the imported Cuban leaf.

The districts designated by the Treasury Department are listed as follows:

District No. 1.—To include all the ports of entry in the States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina, and the District of Columbia.

District No. 2.—To include all the ports in the States of Florida, Georgia, Alabama, Mississippi, Louisiana, and Texas.

District No. 3.—To include all the ports in the States of Ohio, Kentucky, Tennessee, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Arkansas, Oklahoma, Kansas, Nebraska, North Dakota, South Dakota, Montana, Wyoming, and Colorado.

District No. 4.—To include all the ports in the States of Washington, Oregon, California, Idaho, Nevada, Arizona, New Mexico, and Utah.

The tobacco examiner for District No. 1 will be stationed at the port of New York; for District No. 2, at the port of Tampa, Fla., with an assistant at the port of Key West; for District No. 3, at the port of Chicago; and for District No. 4, at the port of San Francisco.

It is further provided that all Cuban tobacco imported at any port in the first examination district will be examined by the tobacco examiner or his assistant at the port of New York; that tobacco imported into the second district will be examined by the tobacco examiner at Tampa, Fla., or his assistant; the tobacco imported into the third district, by the examiner at Chicago, and that brought into the fourth district, by the examiner at San Francisco. The tobacco examiners in their respective disricts are to have general supervision of the examination of imported Cuban leaf tobacco.

The appraiser or acting appraiser at each port of entry is directed to immediately advise the tobacco examiner for the district in which such port is located, of the receipt of any importation of Cuban leaf tobacco, stating the number of bales, the province of origin, the quality, kind and value, and the date when the same will be ready for examination. Then, if he deems it advisable so to do, the tobacco examiner is to proceed to the port of entry for the purpose of making an examination of the tobacco. The latter may, however, authorize the examiner at the port of entry to make the examination for him, or may require samples to be forwarded to him.

The details as to the manner of reporting and sending the samples will be prescribed by the tobacco examiner for each district, depending upon the nature of the importations at each port.

C. L. L.

Outpost of Ninth Massachusetts Infantry guarding the border near Camp Cotton. Lieutenant Edw. F. Corbett, Sergeants John J. Dowd, John J. Kelleher, H. J. Donovan; Corporal John P. Barton; Privates Henry J. Cavanaugh and Jos. M. Driscoll. Photographed at El Paso, Texas. Look for the famous muslin sack.

Uncle Sam's Men Behind the Guns "Roll Their Own"

You just naturally look for the familiar "Bull" Durham tag when you meet a khaki-clad soldier of the U. S. A., but have you ever stopped to figure out the *reason?* Here it is:

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction is—to **"roll your own"** with good old "Bull" Durham.

The "Makings" of a Nation

A Suggestion To Pipe Smokers
Just try mixing a little genuine Bull Durham Tobacco with your favorite pipe tobacco—it's like sugar in your coffee
Guaranteed by
The American Tobacco Co.
INCORPORATED

"BULL" DURHAM
The Smoke of the Red, White and Blue

"The Makings of a Nation" { Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" { Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

LA FLOR DE R. A. BACHIA Y CA TRADE MARK HABANA
BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

LITTLE CIGARS GAIN TEN MILLIONS IN JULY

The following comparative data of tax-paid products as indicated by monthly sales of various stamps and receipts from certain sources of revenue are obtained from the Statement of Internal Revenue Collection for the month of July, 1917:

Products		July, 1916	July, 1917
Cigars (large),	No.	622,269,130	627,909,670
Cigars (small),	No.	77,097,600	88,684,653
Cigarettes (large),	No.	2,104,400	1,842,844
Cigarettes (small),	No.	2,411,023,912	3,447,081,648
Snuff, manufactured,	Lbs.	2,530,947	2,717,188
Tobacco, chewing and smoking,	Lbs.	33,777,447	36,164,477
Playing cards,	Packs	2,781,141	1,834,257

Note.—Porto Rican imports for July, 1917, included in above statement were as follows: 14,584,310 large cigars, and 146,250 small cigarettes.

LARGE CIGARS GAIN 33,000,000 IN JUNE

The following comparative data of tax-paid products as indicated by monthly sales of various stamps and receipts from certain sources of revenue are obtained from the Statement of Internal Revenue Collections for the month of June, 1917:

Products		June, 1916	June, 1917
Cigars (large),	No.	666,278,273	699,306,413
Cigars (small),	No.	70,416,280	80,637,400
Cigarettes (large),	No.	1,854,586	2,302,700
Cigarettes (small),	No.	2,313,742,680	3,207,296,728
Snuff, manufactured	Lbs.	2,688,633	2,708,013
Tobacco, chewing and smoking,	Lbs.	36,663,225	38,494,089
Playing cards,	Packs	3,910,320	3,144,686

Note.—Porto Rican imports for June, 1917, included in above statement, were as follows: 13,506,260 large cigars; 80,000 large cigarettes, and 840,000 small cigarettes.

Philippine imports for May and June, 1917, were as follows: May—15,932,477 large cigars; 2000 large cigarettes, and 656,704 small cigarettes. June (included in above statement)—19,599,217 large cigars; 2500 large cigarettes, and 1,010,440 small cigarettes.

PRICE MAINTENANCE IDEA FROM CANADA

From Canada comes a new idea as a possible way by which manufacturers of specialized articles may enforce the resale price of their products. At the annual convention of the Dominion Board of the Retail Merchants' Association, in the Windsor Hotel, Montreal, recently the following resolution was adopted, favoring either resolution was adopted:

"Resolved; That it is the opinion of this convention assembled that if the manufacturers who place a retail selling price on any article of merchandise make no proper provision to see that the price so fixed is properly maintained, and that such goods are used by the illegitimate price-cutters as 'bait' to attract customers in order to sell them other lines, that the retail trade should insist that the manufacturers leave the retail selling price off the same.

"That we believe that it would be in the best interests of legitimate retailing if manufacturers who manufacture trade-marked articles with the intention of selling them at a certain retail price would have said retail price incorporated as part of their trade-mark, and that the executive be requested to deal with this matter, and, if necessary, have the Trade-Mark Act so amended as to comply with the same."

Window Display Helps

(*Continued from Page 11*)

as shown in the illustration, is very effective. It is a little different.

A length of plush or silk draped down one side of the panel and to the floor out in front or to one side, would be a pleasing addition to the use of a single panel in the background of the window.

Owing to the wide use of bright colors in decorations at the present time many pleasing decorative effects can be secured from flat surfaces. The vase shown in Fig. 5 is flat. It is cut from boards or wall board. It is to be decorated in glaze colors, if possible.

The writer has urged displaymen to try cutting out and pasting on flowers and leaves and other designs to similar decorations where brush and paint cannot be used with facility. This is a much easier way of securing a pretty effect than with the brush, which is of no use except in the hands of an artist.

The vase should be set an inch or so from the background so as to allow room for the placing of the foliage behind it. This gives the effect of the vase containing the foliage.

Masses of foliage should be used. Dried grasses, dried branches of autumn leaves, in fall and winter may be used, but in the spring the pussy willow and seasonable foliage should be used.

In every locality there are to be found many weed-like flowers that are pretty in masses. The displayman might try using some of these, picked while on a holiday ramble.—Courtesy of the "Canadian Cigar and Tobacco Journal."

NEW APPLICATIONS FOR WITHDRAWALS

Washington Bureau.

The attention of exporters of tobacco products is called to a new application for withdrawal for export just arranged by the Internal Revenue Bureau of the Treasury Department. Form 550, the application blank heretofore in use, has been revised and printed on sheets 8½ by 11 inches, so as to permit of vertical filing in letter-size drawers and eliminate folding and unfolding.

A supply of the revised form has been forwarded to each collector with the following instructions:

"Immediately upon receipt of these forms, you will cause a requisite supply to be distributed to each manufacturer of tobacco, snuff, cigars and cigarettes, in your district, who makes shipments in bond without the payment of tax for export, and require all applications for withdrawal filed by such manufacturers during the current month and hereafter to be made on the revised form. This is necessary in order that said form and also revised form 94B (to be sent as soon as received from the Public Printer), with which it is forwarded, and which corresponds in size, may hereafter be more easily handled and filed in this office.

Respectfully,
David A. Gates,
Acting Commissioner."

"La Famosa," the widely known five-cent cigar, made by E. Popper & Company, has been increased in price so that hereafter the Regalia and Londres sizes will retail for six cents, while the Invincible size will retail for seven cents.

You must sell more 10-cent cigars

Your salvation lies in building up your 10-cent business. You need the *bigger profit* of 10-cent business to boost the small profits on other merchandise.

With money in circulation as never before, with more men smoking 10-cent cigars than ever before, *now* is the big opportunity to build up your 10-cent business.

We can help you do it.

The Girard Cigar
Never gets on your nerves

The Girard Cigar is undoubtedly the best known 10-cent cigar in the country. Its nation-wide following has been created by steady, consistent, year-after-year advertising in the foremost publications; backed up by *quality* and *fair dealing*.

All you have to do to build a big Girard business is to *let the public know you sell Girards*.

Experience proves that the dealer who keeps *Girards* before the attention of his customers, *sells more 10-cent cigars*. Convince yourself of this by giving Girards a one-week trial on your counter.

Plenty of smokers in your locality are looking for the famous Girard never-gets-on-your-nerves quality. It's your *one best bet* to build up your 10-cent business.

Drop us a line today for further information.

Address Department H.

ANTONIO ROIG & LANGSDORF
Established 1871 Philadelphia

Havana Letter

(Continued from Page 12)

Cigars

The month of July has been a bad one again for our factories, as our exports decreased almost one and one-half million cigars, as compared with last year, and while our big factories are working well at present, having plent of orders, the medium factories are only fairly occupied, and the small ones are having hardly any orders at all. The orders from Great Britain are a godsend to many of our factories, as business with the United States is still handicapped, owing to the uncertainty of the extent of the war taxes. Spain is ordering heavily. The exports of cigars from the port of Havana, during the month of July, 1917 and 1916, as per our custom house returns, were as follows:

From July 1 to July 31, 1917	7,812,678	cigars
From July 1 to July 31, 1916	9,297,988	"
Decrease during the month of July, 1917	1,485,312	"
From January 1 to July 31, 1917	53,386,250	"
From January 1 to July 31, 1916	63,751,177	"
Decrease during the first seven months of 1917	10,364,927	"

The following countries show increases in July, 1917, as compared with July, 1916:

Spain	632,035	cigars
Australia	563,630	"
French Africa	210,200	"
France	189,155	"
Netherlands	146,700	"
Portugal	124,700	"
Chile	107,552	"
Argentine Republic	81,700	"
Canary Islands	37,350	"
Switzerland	34,300	"
Mexico	21,500	"
Bolivia	20,000	"
China	19,050	"
Total	2,187,872	"

The following countries show decreases in July, 1917, as compared with July, 1916:

Great Britain	1,426,850	cigars
United States	1,269,894	"
Canada	246,825	"
Denmark	172,000	"
Spanish Africa	157,760	"
Italy	148,000	"
Russia	100,000	"
Gibraltar	48,000	"
Norway	38,500	"
Sweden	24,400	"
Dutch West Indies	20,800	"
Total	3,653,029	"

Romeo y Julieta is working stronger than since the European war started three years ago, having very large orders from Great Britain, United States, Spain, France, as well as from the minor countries.

Partagas is also exceedingly busy in all directions.

H. Upmann is constantly getting handsome orders for its finer sizes from the real connoisseurs of imported Havana cigars.

Punch is working with full force upon its English orders, as well as for the American market.

Sol and Devesa de Murias are working steadily upon the regular incoming orders.

The ten principal countries which in 1916 imported over one mililon cigars from us, show the following increases and decreases in the first seven months of 1917, as compared with 1916:

Increases		
France	3,381,243	cigars
United States	2,721,839	"
Spain	2,535,564	"
Australia	259,501	"
Russia	163,777	"
Total	9,061,924	"
Decreases		
Great Britain	17,540,159	cigars
Denmark	1,436,410	"
Canada	670,150	"
Chile	592,612	"
Argentine Republic	102,813	"
Total	20,342,144	"

Shippers above 200 bales of leaf tobacco, from the port of Havana for the two weeks ending August 25, 1917, were: Cuban Land and Leaf Tobacco Company, 1578 bales; Alones, Limited, 630 bales; Walter Sutter & Company, 612 bales; Virgilio Suarez, 583 bales; Manuel Suarez Company, 571 bales; Leslie Pantin, 534 bales; J. Bernheim & Son, 494 bales; Perez, Capin & Company, 437 bales; Mark A. Pollack, 392 bales; Menendez & Company, 387 bales; M. A. Gunst & Company, 331 bales; Ernest Ellinger & Company, 209 bales.

Oretaniv.

Preliminary Revenue Report

(Continued from Page 9)

Withdrawals tax paid for consumption of manufactured tobacco products during the last five fiscal years.

Fiscal year	*Cigars*	*Cigarettes*	*Tobacco, chewing and smoking*	*Snuff*
	Number	*Number*	*Pounds*	*Pounds*
1913	8,732,815,703	14,294,895,471	404,362,620	33,209,468
1914	8,707,625,230	16,427,086,016	412,505,213	32,766,741
1915	8,030,385,603	16,756,179,973	402,474,245	29,839,074
1916	8,337,720,530	21,087,757,078	417,235,928	33,170,620
1917	9,216,901,113	30,529,193,538	445,763,206	35,377,751
Total	43,025,448,179	99,095,112,076	2,082,341,212	164,363,714

C. L. L.

TOBACCO SALES IN AMSTERDAM

Only two public sales of tobacco have been held in Amsterdam so far this year. Only Sumatra was offered, and but a small quantity of that. The total sales amounted to 11,058 packages (one package equals 179 pounds) at an average price of 2.40 florins ($0.96) per half kilo (1.1 pounds). In the corresponding period of 1916 the quantity was 203,408 packages at 1.92 florins ($0.77) per half kilo; 1915, 181,743 packages at 1.05 florins ($0.42).

The quality of the tobacco sold this year was excellent, as in 1916. The higher prices this year were due principally to the smaller quantity available, owing to lack of shipping facilities.

A few German and other European buyers attended this year's sales, but the agents of American interests bought most of the tobacco.—"Commerce Reports."

This is the new

KIT Package

And it is the most desirable packing for pipe tobacco ever invented.

It snugs into the smallest possible space in your pocket.

It keeps the tobacco even better than a rubber pouch and its shape makes it more convenient to carry.

It gets smaller with every pipe load with no excess weight to tote.

It "pours" better than any other form of packing; no waste—more smokes.

Harmony is made of the five best kinds of pipe tobacco that grow and is *blended* in such perfect proportions that it smokes better, of course, than any one kind of tobacco alone.

Liggett & Myers Tobacco Co.

HARMONY

A Blend of Five Famous Tobaccos

"LA MEGA" MADE IN BOND
HAVANA CIGARS OF THE HIGHEST QUALITY AND BEST WORKMANSHIP
V. Guerra, Diaz & Co., Tampa, Fla.

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
NEW YORK OFFICE (Phone, Gramercy 1754) 106 E. 19th ST.

Cork Tips Cork Bobbins
BOUCHER CORK & MACHINE COMPANY, Inc.
122-222 WEST 18TH STREET NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Just the place for TOBACCO MEN
HOTEL LeMARQUIS
12 EAST 31st STREET, (4 doors from Fifth Avenue) NEW YORK CITY
In the heart of the Wholesale District, two blocks from Pennsylvania Station; five minutes from Grand Central Station.
The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.
Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

M C Y C M

No. 40,345. For cases containing Philippine leaf tobacco. August 20, 1917. Manila Commercial Co., New York City.

JIM WHITE:—40,353. For cigars. October 30, 1916. Ira W. White, Litchfield, Ill.

ALL SAINTS:—40,354. For cigars. May 24, 1917. Saint Mintol, Tampa, Fla.

LA THORODAD:—40,355 For all tobacco products. July 26, 1917. Schwarzkopf & Ruckert, New York City.

U. S. HORNETS:—40,356. For all tobacco products. August 23, 1917. George Schlegel, New York City.

HAPROCO:—40,357. For all tobacco products. August 27, 1917. George Schlegel, New York City.

BLACK & YELLOW TRAIL:—40,358. For all tobacco products. August 29, 1917. J. A. Sauer Co., Huron, S. D.

JAZZ:—40,362. For cigars. August 15, 1917. League Cigar Co., Minneapolis, Minn.

LA FORZA:—40,363. For all tobacco products. July 17, 1917. George Schlegel, New York City.

ARMY:—40,366. For cigars and little cigars. August 31, 1917. S. Monday & Sons, Brooklyn, N. Y.

U. S. ARMY:—40,367. For all tobacco products. August 31, 1917. S. Monday & Sons, Brooklyn, N. Y.

FLOR DE GRILL:—40,368. For all tobacco products. June 18, 1917. Grill Bros. Co., Evansville, Ind.

HERMIDA SPECIAL:—40,369. For cigars. September 4, 1917. Hermida Cigar Mfg. Co., Brunswick, Ga.

TELEFICIA:—40,370. For all tobacco products. August 15, 1917. American Litho. Co., New York City.

MARGADOT:—40,371. For all tobacco products. August 4, 1917. Clayton Cigar Co., Chicago, Ill.

ERDENHEIM:—40,372. For cigars. September 5, 1917. W. H. Doyle & Co., Quakertown, Pa.

CATAMARAN:—40,373. For cigars, cigarettes and cheroots. September 6, 1917. Y. Pendas & Alvarez, New York City.

ARIZONA CLUB:—40,374. For cigars, cigarettes, cheroots and tobacco. August 28, 1917. Finck Cigar Factory, San Antonio, Tex.

PETE'S SPOKANE SMOKING MIXTURE:—40,375. For smoking tobacco. September 5, 1917. Peter M. Jacoy, Spokane, Wash.

TRANSFERS

VITUS BERING:—29,365 (Tob. Leaf). For ciars, cheroots, cigarettes and tobacco. Registered March 25, 1905, by The American Litho. Co., New York City, and No. 30,072 (U. S. Tobacco Journal), for cigars, cigarettes, cheroots and tobacco, registered March 27, 1905, by The American Litho. Co., New York City. Transferred to C. Jevne & Co., Chicago, Ill.; re-transferred to Anderson, Thorson & Co., Chicago, Ill., and re-transferred to Corral, Wodiska Y Ca., Tampa, Fla., May 29, 1917.

(Continued on Page 28)

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AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
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Makers of
The New Bachelor Cigar
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Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Classified Column Page.
Try it.

A Sumatra Buying Plan

(Continued from Page 5)

In fact it might be possible to save considerable on the cost of the leaf by buying direct from the Island of Sumatra where an order for enough bales to supply the entire American cigar industry for a year would certainly bring about competition, and thus lower prices. It would assure such a corporation undertaking this work a permanent and steady income and at the same time ought to work out to the great advantage of the manufacturer, jobber and retailer.

The Sumatra Tobacco Import Corporation would be a very desirable syndicate to undertake this work, but it is highly improbable with leaf conditions as they are today that they would care to consider a plan which would very measurably reduce present profits.

But the consideration at stake is not one firm or syndicate, but thousands of individuals, firms and corporations, whose investments are tied up in the cigar and tobacco business.

By such a central method of buying, it would not be necessary for cigar manufacturers to enter into competition with others and pay such prices for their tobacco as have ruled during the past six months.

There are many obstacles to the working out of such a plan. We know that. Nor do we expect any loud hurrahs, and a mad rush to undertake such a plan as presented. Tobacco is a much different product from copper or cotton. But if the high costs of raw materials used in the cigar manufacturing industry continue, some relief must be sought. If the majority of the Sumatra used in this country were purchased through one firm or syndicate, competition which forces prices up, would largely disappear and prices would come down accordingly.

Sooner or later the antagonistic attitude of many cigar manufacturers toward each other must disappear if the industry is to prosper. In every industry there comes a great crisis and without a united industry to meet the crisis the results are often disastrous.

For the protection of the thousands of jobbers who distribute their products and the hundreds of thousands of dealers who retail their goods to the consumer, the cigar manufacturers of this country should bind themselves together in a substantial organization with the idea of reducing COSTS OF PRODUCTION wherever possible.

The idea of buying Sumatra tobacco through one firm is applicable to the purchase of a score of other things used by cigar manufacturers and purchased at present at high prices chiefly because of the competition among themselves.

G. O. TUCK & COMPANY IN NEW YORK

G. O. Tuck & Company, ranking among the largest dealers and exporters of American leaf, with head offices in Louisville, Ky., have recently taken out a New York charter and will open an office in New York.

J. W. Vaughan, vice-president of the concern, states that the company will increase its capital stock and will branch out into wider fields, but that no details will be made public for at least a week.

Simon Batt & Company, manufacturers of "La Verdad" and other brands, with headquarters in New York, have recently increased prices ten per cent.

NEW QUARTERS FOR CARLSON-WILLIAMS CO.

The Carlson-Williams Company, of Burlington, Ia., manufacturers of the "El Bur-Ia," "Iowana" and "La Buni" cigars, has removed its retail store from its old location, 509 Jefferson Street, to the spacious storeroom one block east, formerly occupied by Henry Andre's shoe store.

The members of the new concern are Evar J. Carlson and Jacob H. Williams, both veterans in the cigar business and well and favorably known in the community. They will continue the manufacture of their various brands at the site of the old Concord Cigar Company, corner Osborn and Corse streets.

The company's new location on Jefferson Street is an ideal one for its purpose, being centrally located and convenient in every way. A handsome new soda fountain has been installed, which is destined to prove a popular adjunct.

TO SEIZE HIDDEN TOBACCO AND LIQUOR

Warning to liquor and tobacco dealers, charged to be secreting large quantities of distilled spirits and tobacco with intent to evade the proposed tax on these articles, that such goods will be seized and tax evaders prosecuted, was issued recently in Cleveland, Ohio, by Internal Revenue Collector Weiss.

"We have evidence," said Mr. Weiss, "that many dealers are buying goods in large lots and are hiding such purchases in cellars, garrets and other places. We know definitely where much liquor and tobacco is thus stored."

The section of the law dealing with distilled spirits, already approved by the senate and the house, provides an additional tax of $2.10 a gallon. The present tax on wines, whisky and cordials is $1.10 a gallon. The additional tax on cigars, cigarettes and tobacco has not been fixed.

"The law requires," Mr. Weiss pointed out, "that all dealers make an inventory of their stocks on hand and turn this over to the government under sworn statement."

It is stated by Mr. Weiss that retailers will be given two weeks after the passage of the law to make their sworn inventories.

NEW SCRAP TOBACCO COMPANY ORGANIZED

Cincinnati seems likely to regain something of its former prestige as a manufacturing center for scrap and smoking tobacco when the Peace Tobacco Company, a new corporation, commences operations within the next thirty days at 414 East Eighth Street. The promoters of the new industry are August Schroer and Max Greenwold, both of whom have been prominent in tobacco circles of Cincinnati for many years, the former having had experience in a manufacturing way, and the latter as a broker in leaf tobacco.

At one time Cincinnati was one of the most important producers of scrap tobacco, several large factories doing business here at the same time. Gradually the businesses were consolidated, until in recent years it has been controlled by a single factory.

The Peace Tobacco Company has just been incorporated under the laws of Ohio with a capitalization of $15,000. The first efforts will be devoted to the manufacture of a brand of scrap. Later it is planned to include the manufacture of twist and smoking tobacco.

E. C. McCullough & Company, Incorporated, the well-known importers of Manila leaf and cigars of New York City, anticipate the arrival in a few days of a shipment of 1,500,000 cigars.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

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OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

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HAVANA & PORTO RICO TOBACCO
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Packing Houses: Strasburg and Lancaster

MAXIMILIAN STERN
Havana Tobacco
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JOHN F. HEILAND & CO.
Lancaster County Fancy B's
LANCASTER, PENNA.

E. A. KRAUSSMAN Importer of
HAVANA TOBACCO
168 Water Street . . . . . New York

E. L. NISSLY & SONS
GROWERS AND PACKERS OF
CHOICE CIGAR LEAF TOBACCO
Packing Houses: Lancaster, Florin. Main Office: Florin, Pa.
Critical Buyers always find it a pleasure to look over our samples
Samples cheerfully submitted upon request.

REGISTRATIONS

(Continued from Page 24)

TRANSFERS

HAWK (U. S. Tobacco Journal). Registered February 22, 1884. For cigars, by R. M. Bishop & Co., Cincinnati, O. Transferred to Joseph Weinreich, Dayton, O., June 6, 1910. (Joseph Weinreich claims use of this title about fifteen years before he acquired the registration.)

EL PROMOTO:—31,793 (Tob. Record). For cigars, cigarettes and tobacco. Registered February 26, 1916, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred to R. C. Bondy, New York City, and re-transferred to A. Santaella & Co., New York City, July 31, 1917.

OUR BACHELORS:—1914 (The Assn.). For cigars. Registered April 17, 1885, by Chas. Soby, Hartford, Conn. Transferred to A. Kafka & Co., New Haven, Conn., August 10, 1917.

ARMY:—10,446 (Tobacco Leaf). For cigarettes Registered June 20, 1895, by M. & M. Cohn, New York City. Transferred to S. Monday & Sons, Brooklyn, N. Y., August 30, 1917.

MERCHANTS TO HELP POST OFFICE

Washington Bureau.

Tobacconists and other merchants throughout the country are soon to be asked to keep records for the convenience of the Post Office Department, which is apparently about to saddle the merchants with work that the express and railroad companies now do for themselves.

Instructions recently sent out by the Third Assistant Postmaster General request postmasters to take up with firms and other patrons receiving large numbers of insured parcel post packages the matter of installing a system of checking the receipt of such parcels, so as to make sure that their answers as to the receipt of any article are correct. Postmasters are requested to invite the attention of such patrons to the necessity for "extreme accuracy" in such records.

Where parcels are received without the name of the sender appearing upon them, the recipient is to be asked to make a record of the number of the parcel, the date of receipt, and the office of mailing, that the department may have no difficulty in assuring inquirers as to the receipt of such packages. The Department recently discontinued the practice of keeping a record of insured parcels at the post offices of address, and takes this method of assuring itself of an adequate record of such packages. C. L. L.

The Tobacco World
Established 1881

Volume 37 September 15, 1917 No. 18

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.
CUBAN OFFICE: Perseverancia, 8, Havana, Cuba.
PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.
G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.
Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

RULING ON SOLDIERS' KITS

Washington Bureau.

IN order to permit so-called soldiers' kits or cartons containing tobacco products to be made up in the United States for exportation to our troops abroad without the payment of Government taxes, shipment must be made under export bonds from the factories to the Collector of Customs at the port of New York. Information to this effect is contained in a circular letter addressed to the collectors of internal revenue, which reads as follows:

"In order to permit so-called soldiers' kits or cartons containing packages of either smoking or chewing tobacco, or both, and cigarettes, to be made up in this country for exportation without payment of tax to United States troops in Europe, shipments of manufactured tobacco and cigarettes shall be made under export bonds from the several factories, consigned to the Collector of Customs at the Port of New York, as prescribed in Regulations No. 29, revised. These shipments from different tobacco and cigar factories shall be of such quantities and so timed that they will arrive in New York and will be delivered upon certain premises to be designated by the Collector of Customs at approximately the same time, and the soldiers' kits made up therefrom and exported in one lot. The object of this is to enable the Collector of Customs, upon lading of the combination packages on board the exporting vessel, to issue in due time certificate of exportation corresponding to each application for withdrawal which went to make up the shipment of combination packages and to forward the several certificates of exportation to the Collector of Internal Revenue of the respective districts to be credited against the export bonds of the manufacturers.

"The premises, to which the tobacco and cigarettes will be delivered, shall be satisfactory to the Collector of Customs and under his direction in charge of a customs keeper. The expenses incident to the establishment and continuance of such premises shall be borne by the exporting manufacturers who will also be required to furnish the labor to do the repacking under the supervision of the customs storekeeper. When necessary, an internal revenue officer may be detailed by the Collector of Internal Revenue for the district for duty at such premises.

"Regulations No. 29, revised August 18, 1914, articles 97 and 98, are hereby amended accordingly, limited to the purposes stated and for the period of this war.

Respectfully,
G. E. Fletcher,
Acting Commissioner."

WARE TOBACCO CO. MOVES TO RICHMOND

The F. D. Ware Tobacco Company, formerly of Lynchburg, Va., extensive manufacturers of well-known brands of cigarettes, have moved to Richmond for better opportunities, and their brands will be manufactured in that city hereafter. The factory will be on the premises of the Patterson Brothers' Tobacco Company, West Main Street, and will be under the personal supervision of Frank D. Ware, who is well known as an expert cigarette manufacturer. The factory will employ a large number of men, women and boys, and this new enterprise for Richmond will be cordially welcomed by business Richmond, and will have the support and encouragement of the public generally.

Philip Twigg will open a cigar store and billiard parlor in the Eighth Street Building, Richmond, Ind.

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W
WM. WICKE RIBBON COMPANY
Manufacturers of Bindings, Galloons, Taffetas, Satins and Gros Grain
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Established 1890 Correspondence Solicited
KEYSTONE VARIETY WORKS
HANOVER, PENNA.
Cigar Ribbons, Silk Imitation and Muslinola Ribbon Printed or Stamped in Gold or Silver
Labels. Stock Cards. Give Us a Trial. We Want Your Opinion

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

M. A. SUAREZ & CO.
(S. en C.)
Growers, Packers and Dealers in **Leaf Tobacco**
Figuras 39-41, Cable, "Cuetara" Havana, Cuba

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IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
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K. STRAUS & CO.
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And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

Efficiency in Salesmanship

(*Continued from Page 14*)

along until dark, and the next day he knocks off and goes to the ball game. When he starts out in the morning he does not know who he is going to call on or why he calls on the people he does; in fact, he has no special reason for doing any particular thing. It is needless to say that Jones usually winds up by quitting the job, and consoling himself with saying, "Oh, what's the use!"

We will call the other salesman Smith. When Jones quits the job, Smith is hired and is assigned to the same territory. Before starting out to sell goods, Smith studies his territory as well as he can, and, first of all, determines what class of people in that territory are buyers of his goods. Then he finds out, as near as possible, how many merchants or dealers there are in that territory who handle his goods. He also finds out from his prospective customers how often they place their orders, and when they prefer to have him call on them, and approximately what size orders each man is in the habit of placing, etc. Before Smith has been on the job a week he knows just about how much business in his line there is in the territory; he knows who his prospective customers are, and he knows the most convenient time to call on them to get their orders. In fact, he knows what he is trying to do, and he has a pretty fair idea of how he is going to do it. He lays out his work systematically, according to a definite plan, and then he follows his plan. If he tells a merchant that he will call on him every Monday or every Friday, or any other specified time, he is "Johnnie on the spot" when the time comes, and not only once, but all the time. The merchants soon learn that they can depend on Smith, they know he is not going to disappoint them; they speak of him as being "Just like clockwork," because he is systematic and can be depended upon.

The reason Smith succeeds at the same work where Jones made a failure is simply the difference between individual efficiency, and the lack of it. Whether your work is selling goods or something else, if you want to be efficient, remember this:

Have a reason for everything you do and strive to the best of your ability to do it the ONE BEST WAY.

(This is the third of a series of articles by Mr. McCleskey. The fourth, which discusses the Primary Principle of Salesmanship, will appear in the October 1st issue of the TOBACCO WORLD.)

NEW DISTRIBUTORS FOR "CINCO" CIGARS

Otto Eisenlohr & Bros., Incorporated, announce that owing to the discontinuance of the organization of the W. F. Benson Company, Dayton, Ohio, distributors of "Cinco" cigars in that territory, arrangements have been completed whereby the distribution of the "Cinco" brand is taken over by the Weakley-Worman Company of that city. W. F. Benson will become associated with the cigar department of the new distributors.

In addition to the "Cinco" brand, the Weakley-Worman Company also takes over the distribution of "El Symphonie" and "Paramount" cigars. The addition of these brands indicates the rapid progress that is being made by the cigar department of this company.

Fire of mysterious origin recently damaged the factory of the Commercial Cigar Company, Newark, Ohio, to the extent of $15,000. Sixty people were thrown out of employment thereby.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

For Sale.

MANUFACTURERS ATTENTION—1000 cases of sound 1911, 1912, 1914 and 1915, perfect burn, Lancaster County, Pennsylvania, tobacco for sale, in whole or in part. Address H. Rippen, Perth Amboy, N. J.

FOR SALE—IN ANY QUANTITY. Sumatra-wrapped scrap-filler cigars, $22 per M. Terms cash. Address Box 220, "Tobacco World."

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

WANTED TO BUY—Several hundred cigar molds, perfecto shapes with full heads and invincible shapes. Address Box 215, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 East 78th Street, New York.

Situation Wanted.

AN EXPERIENCED SUPERINTENDENT is open for position as superintendent or foreman with some reliable house. No small house considered. P. O. Box 242, Reading, Pa.

BUSINESS, AND VACATIONS, AS USUAL

In the same breath we talk wildly about economy, efficiency and "business as usual." But in our endeavor to practice the first, we come dangerously near to destroying the others. An example of this is the tendency to eliminate vacations, on the plea that every man's strength is needed for the national struggle. We agree about the need. We go further and maintain that every man's fullest body and brain power will be required for the days that are ahead. A man with little vitality, little endurance, will not be able to stand the strain or face unprecedented emergencies with the mental alertness or the physical energy demanded. On this account alone a rest is needed by every one to gain that reserve power that will be one of our greatest national assets.

But there are still more urgent reasons for taking our annual holiday. During the last year we as a nation have perhaps spent more energy than at any other time in our history. We have increased production, speeded up delivery and lived through more trying crises than any ever faced by this generation. All this has consumed our strength more rapidly than we realized; and while the stimulus of patriotism enables many to hold out for the present, the endurance cannot be prolonged indefinitely. At some crucial moment valuable workers here and there will go down under the strain, and the loss will be far greater than any temporary slowing up while these same workers took a much needed rest.

Your country needs machine power, man power, brain power; needs them now, will need them more in the future. But more than all these, she needs men with vision, vision to see beyond present needs to future emergencies. Now is your time to plan for these, to gather the reserve of strength and vigor which will carry you through the coming year. If our motto is to be "business as usual," then follow it out to the last detail and add—"vacations as usual!"—"American Industries."

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Quality Paramount

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H. UPMANN CIGARS

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Strictly Independent Manufacturers

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VOLUME 37 NO. 19

The TOBACCO WORLD

OCTOBER 1, 1917

HEADQUARTERS FOR

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82 Wall Street - New York
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Volume 37 — Number 19

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, OCTOBER 1, 1917 — Foreign $3.50

How Shall the Retail Dealer Play the Game?

By HARRY A. EARNSHAW

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1. Reformer or Merchant?

IT WOULD do many a cigar dealer a lot of good if he would lock himself in a room all alone and then ask himself this question:

"What am I in business for—to reform the world or to make money?"

If he forced himself to remain a prisoner until his mind had mulled over the question and arrived at a positive determination of the answer, he would come out to take up the problems of his business with a brain so much clearer and an energy so much more vigorous that the course of his whole business life would be changed from that moment.

The mind is our compass. If the mind is not true, we will move in a circle and get nowhere. The merchant whose mind fails to show the true direction will drift aimlessly round in the mists of uncertainty and misconception. To drop the metaphor, he may eke out a bare living through the most arduous toil, but he will never achieve financial independence.

"I will never handle a cigar made by So-and-So & Company," says one dealer. "They are part of one of the big trusts, and I don't believe in trusts."

"I don't like the jobber's salesman," says another man, "and I won't handle brands sold by his house."

"I don't want to sell merchandise that is handled by every one," says still another dealer. "I want my own brands—goods the people can't get anywhere else. I'll make 'em come to my store."

"I'll carry the big sellers," says another fellow, "but I won't have 'em in the case. I'll hide 'em, and I'll pass 'em out only when I have to."

"I'm featuring Bings' line because he's a good fellow. I've known him for years. He's bucking one of the big national sellers and up against it pretty hard, but I'm going to help him put it over."

"I'll never pay $70 for a cigar. I can get one that's plenty good enough for anybody for $60, less five and two," stoutly says another.

Here is the first one of a series of splendid articles written especially for the TOBACCO WORLD. Unfortunately for the tobacco trade papers, many of the men who understand the trade are handicapped as writers, while the average professional writer is under a still more woeful handicap through his ignorance of the practical side of the cigar and tobacco business. Mr. Earnshaw, the author of the present series of articles, is the head of one of the largest cigar and tobacco businesses in the country. It also happens that he is a trained writer, being editor of "Ginger Magazine," and a frequent contributor to the big newspapers and national magazines. His ideas, therefore, are not only clearly and entertainingly expressed, but are thoroughly practical, and the result of wide and intimate observation of the problems connected with the trade.—The Editor.

But all these men have quite lost sight of their real position in the realm of economics. The retail dealer is only one of the cogs in the machinery of distribution—that complex process by which the necessaries and luxuries of life are produced and delivered to consumers all over the earth, in the most convenient quantities at the most convenient times. The man who grows a leaf of tobacco cannot roll it into a cigar. He often has not even the facilities for selling it. He must deliver it in bales to brokers. The brokers cannot make cigars. They must serve the cigar factory by supplying it with leaf. The cigar manufacturer hasn't sufficient capital to employ all the salesmen and extend all the credit necessary to sell his cigars to the retail dealers of the country. He must serve, by supplying the jobber with goods, by the case or the carload. The jobber could not possibly supply the smokers of his territory, because the expense of doing business would be prohibitive. Therefore the jobber secures enough capital to enable him to serve the retailer by providing him with merchandise in quantities of a few boxes at a time. The retail dealer performs his function in the operation by providing for the convenience of the consumer the thing which the consumer desires, at the time and in the exact quantity in which the consumer desires the thing.

Thus it is seen that the great machine, distribution, is made up of many parts, all of which are indispensable, each to the other, and to the whole. It is also to be seen that the machine is not driven, but pulled—pulled by a magnetic force which represents desire on the part of the consumer. That which we call "demand" is merely the visible token of human desire. Without desire pulling continually like a magnet, the whole machine were useless and a candidate for the scrap heap. Eliminate the smoker, and retailer, wholesaler, manufacturer, broker and grower would disappear from the face of the earth, together with the thousands

(Continued on Page 23)

Imported Tobacco Shows Heavy Increase

Washington Bureau.

IMPORTS of leaf tobacco during July, 1917, were more than a million dollars over the imports for the same month of 1916, according to figures soon to be published by the Department of Commerce, while imports of manufactures of tobacco, including cigars, are nearly $200,000 greater for this year.

Leaf suitable for cigar wrappers to the value of $2,254,542 was imported in July, 1917, against imports of $1,090,704 during the same month of the previous year. Imports from the Netherlands, Canada and Cuba fell off greatly, the entire increase being made by countries not specified by name in the import records, which supplied leaf to the value of $1,679,971, more than the entire imports of July, 1916. It is worth notice that these countries provided absolutely no tobacco in July, 1916, so that the entire amount represents new sources.

A slight falling off was noted in the imports of other leaf tobacco, although the United Kingdom, which in July, 1916, provided no tobacco, this July furnished leaf to the value of $11,519. An increase of approximately $47,000 is noted in the imports from Cuba, but a decrease of $19,000, nearly 100 per cent., is recorded in Mexican leaf.

An increase of nearly $250,000 is recorded in the imports of cigars and cheroots from the Philippine Islands, although imports from other sources fell off.

Statistics for the seven months ended with July show that while the imports of leaf suitable for cigars fell off, imports of other leaf and of manufactures is increasing steadily, as compared with the same period for 1915 and 1916, although still short of those of 1914, the seven months just preceding the war.

The following table shows in detail the imports of leaf and manufactures of tobacco, for the seven months ending with July of 1914, 1915, 1916 and 1917:

	1914.		1915.		1916.		1917.	
	Quantity.	Value.	Quantity.	Value.	Quantity.	Value.	Quantity.	Value.
Leaf, suitable for cigar wrappers, lbs. dut.	3,432,226	4,390,289	3,070,923	3,939,815	4,394,651	6,782,997	3,621,532	4,725,968
Imported from:								
Netherlands	3,332,934	4,245,640	2,962,342	3,806,291	4,320,749	6,679,707	720,206	898,567
Canada	16,513	17,552	45,750	43,826	19,101	19,526	41,956	50,963
Cuba	79,676	124,528	41,246	82,975	38,968	82,415	74,115	146,766
Other countries	3,103	2,569	21,585	6,723	4,833	1,349	2,785,255	3,629,730
All other leaf, lbs. dut.	31,666,666	16,750,419	19,723,533	9,482,272	26,761,568	11,135,094	23,657,782	12,543,776
Imported from:								
Greece			867,658	410,045	7,473,799	3,476,799	2,469,684	1,435,034
United Kingdom			372,689	146,812	70,234	49,447	62,536	70,018
Mexico			332,685	57,921	1,826,553	136,932	120,923	81,655
Cuba	16,968,327	10,026,332	13,629,208	6,552,599	13,753,926	6,011,961	14,790,638	10,036,261
Other countries	14,698,339	6,724,087	4,521,203	2,314,895	3,637,056	560,152	6,214,001	919,968
Manufactures of cigars, cheroots and cigarettes from Philippine Islands:								
Cigars and cheroots, free	426,740	709,933	602,764	796,086	716,015	803,551	1,382,485	1,669,310
Cigarettes, lbs. free	7,718	5,116	8,356	5,260	8,235	5,002	15,247	9,398
From all others:								
Cigars and cheroots, lbs. dut.	295,790	1,734,102	240,019	1,449,380	294,120	1,822,795	350,235	2,303,732
Cigarettes, lbs. dut.	24,437	38,761	63,419	54,995	9,135	31,270	13,738	27,422
All other manufactures of		98,144		65,472		94,269		86,381
Total manufactures of		2,586,146		2,371,193		2,846,887		4,066,243

C. L. L.

Avoid Express Shipments When Possible

TOBACCO men all over the country are greatly alarmed over conditions in the express transportation field, for it is more than possible that an embargo will be placed on many classes of shipments in the near future.

The express companies have brought to the attention of many business men the unprecedented conditions that prevail and have urged them to make shipments earlier than they have been in the practice of doing, to allow for unavoidable delays in transportation.

In a recent letter to an official of a large concern, this condition was explained by an official of one of the nationally operating express companies who said that "owing to the unprecedented demand for baggage-express cars for the movement of troops and government supplies, the transportation companies are taxed to the limit and congestion is created en route and at terminals.

"Kindly suggest to your patrons a rearrangement of schedules of shipments to allow for these abnormal conditions, making shipments a day earlier than usual and assisting in effecting a more satisfactory delivery."

So great has the congestion become that the large express companies are warning of possible stringent action that may be taken to relieve the situation. "The volume of traffic now being tendered to the express companies is substantially larger than the corresponding season a year ago, while the express car equipment has been materially lessened through the necessity of using baggage and express cars in troop movement and the handling of other government traffic," said a prominent express official recently. "The express terminals in the larger cities in the East are now handling their maximum business.

"In order to utilize terminals and cars to their utmost capacity, it is requested that express patrons assist the company by preparing their express shipments as early in the day as possible, thereby avoiding congestion in the final pick-up.

"It is also requested that freight service and motor trucks be used for the shorter haul traffic in and around the congested districts and that only such shipments for nearby points as actually demand express service be offered to the express company, so that the traffic requiring expedited service to and from the more distant points may be cared for.

Tobacco Exports Decline

Washington Bureau.

STATISTICS just compiled by the Department of Commerce show that the exports of unmanufactured leaf tobacco in July, 1917, amounted to but $3,283,310, as compared with exports amounting to $8,270,119 in July, 1916. This decrease is brought about by the great falling off of exports to Denmark, the Netherlands, Sweden, the United Kingdom, Japan and Australia, although greater shipments were sent this year to France, Italy, Norway, Portugal, Spain, Switzerland and Mexico.

Cigarettes, however, were exported this July to a greater extent than ever before, the total exports for the month being valued at $370,821, against $139,114 for the same month of last year. The exports of cigars and cheroots remained but slightly unchanged, but plug and smoking tobacco show great decreases.

Exports for the seven months ending with July, 1917, with the exception of unmanufactured leaf, show healthy gains over the exports for the same period of 1915 and 1916, and the total of exports of all tobacco and its products shows a gain even over those of the first seven months of 1914, the last ante-bellum period.

Exports of unmanufactured leaf during the seven months just passed amounted to 129,444,693 pounds, valued at $23,302,574, as compared with 239,571,360 pounds, valued at $31,130,576, for 1916; 210,384,692 pounds, valued at $26,670,626, for 1915, and 214,252,882 pounds, valued at $27,055,597, for 1914.

Stems and trimmings, during the last four years, have fluctuated greatly, dropping from $29,268 in 1914, to $9202 in 1915, then reaching a high mark of $66,643 in 1916, from which they dropped to $12,879 in 1917.

Cigarettes exported reached a new high mark during the first seven months of this year, when they amounted to $1,557,466. For the same period of 1916 the cigarettes exported amounted to but $2,731,781, while in 1915 they amounted to but $1,907,036, to which figure they had dropped from $2,603,811, the value of the cigarettes exported during the first seven months of 1914.

The exports of cigars and cheroots have increased decidedly since the beginning of the war in 1914, for during the seven months just previous to the starting of hostilities, the exports were valued at $18,758; the same period in 1915 showed but little change, the exports amounting to $18,620, but in the following year they dropped to $16,245. During the first seven months of 1917, however, they broke previous records, by reaching a total of $32,102.

The total of exports of manufactures of tobacco for 1917 show a great increase over those of 1914, being $9,385,772 for this year, as compared with $4,213,857 for 1914. For 1915 they amounted to $3,858,563, while in 1916 they had increased to $4,413,848. The increase of nearly $5,000,000 shown this year, however, is unprecedented and breaks all previous records.

THE NEW FOLD OF THE TOBACCO WORLD

Instead of being rolled in the wrapper, as formerly, the TOBACCO WORLD is now folded once, with the cover out. After opening the wrapper, lay the paper on the desk, and run the hand down the crease once or twice. It will then lay perfectly flat, and can be easily held in the hand or laid on the desk and read without the pages continually curling.

More Money Needed

Washington Bureau.

IN a letter to the President of the Senate, Secretary of the Treasury McAdoo has requested an additional appropriation of $4,583,000 for the internal revenue service for the remaining nine months of the fiscal year 1918, that being the amount needed in addition to present appropriations to enable the department to operate under the war revenue bill, which will throw a great mass of detail work upon the Treasury.

"Under the new war-revenue act," wrote the secretary, "the internal revenue bureau will be called upon to collect approximately $3,400,000,000 annually. This is more than four times as much revenue as was collected last fiscal year. It is estimated that 7,000,000 returns from individuals, corporations, etc., will have to be handled by the bureau under the new bill, 6,000,000 of which will probably be from the new income and excess profits taxpayers. The bureau receives at the present time under existing laws approximately 800,000 returns. This means that the bureau will have approximately nine times the number of returns it is handling under existing laws. In addition to these returns and the administrative and organization problems arising therewith, the new bill imposes new special, stamp, and manufacturers' taxes.

"More and more during recent years the administration of the bureau has affected the business world generally, and it has been necessary for the administrative officers to match their wits against the most brilliant legal and business minds of the country. Upon the passage of the new bill this condition is enormously magnified. There is no business of importance in the country that is not affected and a very large proportion, certainly a great majority, of the time of all administrative officers will be spent in defending the Government's interests against private interests represented by the best legal and executive ability obtainable, and seeking to decrease their own burden of taxation or to settle controverted questions. Recently it has become manifest through the efforts of corporations to secure the services of the more efficient officers of the bureau that the bureau can no longer hope to command the services of thoroughly trained and efficient employees unless the present scale of remuneration be increased in accordance with the increase in the burden and importance of the work.

"A careful study has been made of the additional work that the new revenue law will necessitate on the part of the bureau field force. Compared with the 800,000 returns made by corporations, individuals, etc., under the present law, it is estimated that more than 7,000,000 returns will have to be dealt with under the new law. Many new items of taxation are incorporated in the new revenue bill which will require an active canvass on the part of the field force to see that the revenues due the Government are collected."

In his estimates, the secretary declares that several hundred thousand returns will be received from dealers in tobacco, all of which will require the attention of the internal revenue bureau, for new taxes placed on tobacco and its manufacturers will necessitate a decided departure from the present method of handling this business.

C. L. L.

Legalized Price Maintenance

Washington, D. C.

LEGALIZED price maintenance, for which many members of the trade have been endeavoring to have Congress provide, will be sought with renewed vigor when Congress will have reconvened for the session commencing in December, next. The pending war legislation will have been very largely disposed of by that time and the friends of the measure believe that the members of Congress will have more time to devote to legislation of this nature.

An entirely new thought is to be worked into the so-called Stephens bill with which everyone is so familiar, according to Congressman Dan V. Stephens of Nebraska, sponsor of the measure, although the principles laid down in the original draft are not to be laid aside. The campaign for its enactment into law is to be carried on along much broader lines, for the farmer is to be interested also and in a way never thought of before.

"The Food Administration is going to demonstrate more and more the value of price maintenance," said Congressman Stephens to the correspondent of the TOBACCO WORLD. "If Mr. Hoover is successful in maintaining fixed prices in the distribution of the products of the farm and of the mine to the advantage of the people, it will certainly be a great argument for the enactment into law of some sort of a price-maintenance bill that will cover everything and will secure the same results after peace shall have been declared. That is the biggest argument for the successful consideration of this measure next year.

"The main trouble at the present time in the distribution of commodities at a uniform price lies in the restraint placed upon the producers by the rulings of the United States Supreme Court under the Sherman Law, preventing them from entering into a contract with the wholesalers and retailers for distribution of the products at agreed upon prices. The Stephens bill is made necessary by this condition. The gist of this legislation is, of course, the legalization of these contracts made by the producers with wholesalers, jobbers, and retailers to distribute their products at uniform prices to all consumers. While not disturbing any existing channel of distribution, such a law would stabilize prices and tend, in a measure, to make profits uniform and also prevent speculation in the distribution of the products, and price-cutting which tends to monopoly. It will not in any way affect the retailer, except that he will not be able to speculate or cut price. He would have to sell the merchandise, whatever it may be, subject to the proposed contract, at a uniform price to all consumers so that everybody will be treated exactly alike and will receive their goods at the lowest possible figure, the retailer still having his trade protected.

"At the convention of the Chamber of Commerce of the United States at Atlantic City, the business men of the country have recommended Government price fixing—not only on sales of merchandise to the Government, but to the general public as well. In the resolutions adopted, it was declared to be 'the spirit of American business that however fundamental may be the change in the relation of Government to business, the Government should have the power during the period of the war to control prices and the distribution of production for public and private needs to whatever extent may be necessary for our great National purpose.'

"I have in mind," continued Congressman Stephens, "a plan for Government price-fixing in times of peace as well as in times of war, by the incorporation with the provisions of the price-maintenance bill as now constituted of a plan for the organization of a new distribution plan for products of the farm and factory based upon the principles underlying the establishment of the Farm Loan Board and the Federal Reserve Board. The country would be divided into districts, not necessarily conforming to State boundaries, but based, rather, upon the natural productions of each district. While this plan may not necessarily interest the producer of manufactured goods, because of its contemplating very largely the distribution of staple articles of agriculture, it is not material to the purposes of this legislation that the plan will not cover the products of the shop, although open to do so. The primary benefit to the manufacturer will lie in the fact that he will be able to enter into a contract with the wholesaler or retailer, or both, for the sale of his product at an agreed upon price that will be legal."

The plan referred to above, as explained for TOBACCO WORLD by Congressman Stephens, contemplates the formation of market associations, so-called, consisting of groups of men, organized like the various Federal Reserve Bank, who will meet and arrive at prices at which given articles shall be sold by the producer to the jobber or wholesaler, or to or through the latter to the retailer, and finally to the ultimate consumer. These boards would represent the consumer on the one hand and the producer on the other, and would be charged with the duty of seeing to it that the interests of both be properly safeguarded. The boards would ascertain by investigation the fair and honest price for any article under consideration, and what the fair and honest profit would be.

"These boards would deal very largely with the products of the farm," concluded Mr. Stephens. "They would have the power to fix prices and this would eliminate completely the speculator and the price-cutter from the field of distribution. There would be no monopoly of production or distribution. This provision is to be written into the Stephens bill on the theory that it will broaden the measure and at the same time broaden interest in it at the hands of the general public, especially in view of the activities of the Food Administration. It is only a step from wheat, corn, grain, pork and beef products to manufactured tobacco articles and manufactures of all other classes. The provision has not been drafted as yet, but the revised bill will be urged for consideration just as soon as Congress reconvenes next December."

GOODBYE BRIGHT LIGHTS!

Washington Bureau.

All possible eventualities are to be provided for in the plans now being perfected by the Fuel Administration for the equitable distribution of coal this winter, and if necessary the "White Way" of many cities throughout the land will be dark as a result of the turning off of the electricity in the big signs.

The plan worked out by the Fuel Administration for government control of the coal supply during the war provides for absolute federal supervision of every ton of coal available. The plan covers every industry in the United States, and it may be that all will be put on a war basis.

The plan is to apportion the coal required for government work and for the operation of the railroads first, for family use next, and for commercial needs last, according to the importance of the industry affected. It is already declared that there will not be enough coal to meet all demands, and certain types of manufacturing are expected to be stopped until after the war.

Manufacturers Bid Wildly for Sumatra Wrappers at Last Conscription of Year

THE third and last inscription of the Sumatra Tobacco Import Corporation was held at American Frascati in New York on September 22nd. Three thousand eight hundred and six bales of Sumatra were sold at anticipated heights although when the Hemmeter Cigar Company, of Detroit, purchased the first lot of the inscription through H. Duys & Co., at 427.77 cents there were several severe attacks of palpitation of the heart among some of the manufacturers. As the asked price on this lot was only 365 cents it was easy to see that if the margin between that and 427.77 cents, which was paid, was a criterion the jolly old bidders were in for a merry party, and they were.

Undoubtedly at this inscription competition was keenest and many lots were lost to bidders by fractions of a cent. Philadelphia manufacturers were much in evidence and about twenty-five per cent. of the tobacco sold at this inscription went to local factories.

No one was disappointed in the prices paid. The highest bidder got the tobacco and the syndicate got the money. An open and shut fifty-fifty proposition for those who like that kind of a game.

The list of purchasers and prices is as follows:

10.15 A. M.

Lot No. 35.—59 bales Tandjong Poetoes Deli 5; H. Duys & Company, for Hemmeter Cigar Company, Detroit, Mich., at $4.2777.

Lot No. 33.—117 bales Senembah My SB 3; E. Rosenwald & Brother, through J. W. Carroll for H. Fendrich, Evansville, Ind., at $3.66.

Lot No. 41.—87 bales Deli My Deli Toewa; H. Duys & Company, for L. O. Grothe, Limited, Montreal, Canada, at $2.7177.

Lot No. 51.—33 bales Deli Ba My TH 4; H. Duys & Company, for W. W. Whiting Cigar Company, Tecumseh, Mich., at $4.0018.

10.30 A. M.

Lot No. 32.—108 bales Deli My NO 6; H. Duys & Company, for San Telmo Cigar Manufacturing Company, Detroit, Mich., at $3.04.

Lot No. 34.—62 bales Senembah My S B 3; Allen R. Cressman's Sons, Philadelphia, Pa., at $3.13.

Lot No. 42.—63 bales S K Deli 6; H. Duys & Company, for Hipple Brothers Company, Philadelphia, Pa., at $2.1277.

Lot No. 39.—32 bales Deli My L 3; Cullman Brothers, $2.08.

10.45 A. M.

Lot No. 30.—219 bales Deli My K2; Wayne Cigar Company, Detroit, Mich., at $4.0299.

Lot No. 43.—54 bales Mandi Angin Deli; Otto Eisenlohr & Bros., Incorporated, Philadelphia, Pa., through Messrs. Eimerbrink and Lichty, at $3.36.

Lot No. 36.—146 bales Deli My C 5; H. Duys & Company, at $2.6347.

Lot No. 48.—45 bales Holl Sum Tabak My B 2; H. Duys & Company, at $2.8176.

11.00 A. M.

Lot No. 38.—55 bales Deli My K B Lankat 3; Otto Eisenlohr & Bros., Incorporated, Philadelphia, at $3.54.

Lot No. 37.—68 bales Deli My D Lankat 1; H. Duys & Company, for L. O. Grothe, Limited, Montreal, Canada, at $2.10.

Lot No. 31.—72 bales Deli My K 2; E. Rosenwald & Brother, for Bayuk Brothers Company, Philadelphia, Pa., at $2.83.

Lot No. 46.—31 bales PVDA K Deli 3; Cullman Brothers, at $3.2777.

Lot No. 50.—20 bales Deli Ba My Tandem 5; H. Duys & Company, for Solis Cigar Company, Denver, Colo., at $4.25.

11.15 A. M.

Lot No. 40.—52 bales Deli My P B 2; E. Rosenwald & Brother, for H. Traiser & Company, Boston, Mass., at $2.30

Lot No. 44.—31 bales Tandjong Poetoes Deli 3; Cullman Brothers, at $3.5777.

Lot No. 45.—42 bales PVDA H 3; Allen R. Cressman's Sons, Philadelphia, Pa., at $3.30.

Lot. No. 47.—41 bales Medan Tabak My SSK Deli 3; H. Duys & Company, for Joseph Muer, Detroit, Mich., and C. E. Bair & Sons, Harrisburg, Pa., at $2.4047.

Lot No. 49.—29 bales Deli Ba My T L 4; H. Duys & Company, at $3.80.

Lot No. 52.—57 bales S S T Co B 4; Pretzfeld & Company, $3.51.

11.30 A. M.

Lot No. 12.—174 bales Amst Deli Cie JH 6; E. Rosenwald & Brother, for H. Traiser & Company, Boston, Mass., at $3.4747.

Lot No. 19.—85 bales LPC Padang Brahrang 7; Cullman Brothers, at $3.7177.

Lot No. 7.—46 bales Amst Lang Co HD 5; H. Duys & Company, for J. Langdorf's Sons, Philadelphia, Pa., at $3.0317.

Lot No. 8.—21 bales Amst Lang Co HD 6; E. Rosenwald & Brother, at $3.01.

11.45 A. M.

Lot No. 1.—170 bales Deli My NO 4; Bayuk Brothers Company, Philadelphia, Pa., at $3.5136.

Lot No. 13.—102 bales Amst Deli Cie JH 6; H. Duys & Company, at $2.6518.

Lot No. 15.—33 bales AST Cie Deli SA; E. Rosenwald & Brother, for H. Fendrich, Evansville, Ind., at $3.26.

Lot No. 16.—14 bales AST Cie Deli SA 4; H. Duys & Company, at $2.80.

12.00 M.

Lot No. 3.—300 bales Deli My QM 1; H. Duys & Company, at $3.80.

Lot No. 2.—46 bales Deli My NO 4; E. Rosenwald & Brother, for Bayuk Brothers Company, Philadelphia, Pa., at $2.4607.

Lot No. 20.—58 bales LPC Soengei Gerpa 4; Otto Eisenlohr & Bro., Incorporated, Philadelphia, Pa., at $2.92.

Lot No. 24.—32 bales S&R B Deli 3; E. Rosenwald & Brother, for Bayuk Brothers Company, Philadelphia, Pa., at $3.19.

12.15 P. M.

Lot No. 17.—125 bales LPC Padang Tjermin 5; H. Duys & Company, at $3.33.

Lot No. 4.—167 bales Rotterdam Deli Co B 4; H. Duys & Company, for William Tegge & Company, and the Wayne Cigar Company, Detroit, Mich., at $3.2577.

Lot No. 28.—77 bales Lankat Tab My HL 5; Robert Schubert Company, Boston, Mass., at $1.8303.

Lot No. 27.—29 bales SM Sumatra A 3; Otto Eisenlohr & Bro., Incorporated, Philadelphia, Pa., at $2.85.

12.30 P. M.

Lot No. 6.—86 bales LPC Paja Djamboe 4; Otto Eisenlohr & Bros., Incorporated, Philadelphia, Pa., at $3.33.

Lot No. 5.—167 bales Rotterdam Deli My E 3; Pretzfeld & Company, for Yocum Brothers, Reading, Pa., at $3.1779.

Lot No. 9.—23 bales Amst Lang Co. TL 6; H. Duys & Company, for L. O. Grothe, Limited, Montreal, Canada, at $2.03.

Lot No. 10.—32 bales Amst Lang Co WB 5; E. Spingarn & Company, at $2.2378.

Lot No. 11.—22 bales Amst Lang Co WB 3; L. Schmid & Company, at $2.61.

12.45 P. M.

Lot No. 23—73 bales S&R Deli 3; H. Duys & Company, for R. G. Sullivan, Manchester, N. H., at $3.6517.

Lot No. 29.—116 bales SK Deli 5; F. & E. Cranz, at $3.0513. (A part of this mark was bought by Davis, Sherk & Mason Cigar Company, Reading, Pa.)

Lot No. 26.—33 bales Medan Tab My S Lankat 4; H. Duys & Company, for Neumann & Mayer Company, Philadelphia, Pa., at $2.3677.

Lot No. 21.—17 bales LPC Soengei Gerpa 5; E. Rosenwald & Brother, for H. Fendrich, Evansville, Ind., at $2.76.

1.00 P. M.

Lot No. 25.—52 bales PVDA H; Allen R. Cressman's Sons, Philadelphia, Pa., at $3.53.

Lot No. 14.—113 bales Holl Sum Tab My; Otto Eisenlohr & Bros.. Incorporated, Philadelphia, Pa., at $2.9727.

Lot No. 22.—33 bales LPC Doerian Moelau 4; E. Rosenwald & Brother, for H. Fendrich, Evansville, Ind., at $3.05.

Lot No. 18.—37 bales LPC Padang Brahrang 6; Robert Schubert Company, Boston, Mass., at $2.5806.

TO REGULATE SALE OF UNSTEMMED LEAF

Washington, D. C.

Another attempt is being made to secure favorable consideration of legislation "to regulate the sale of unstemmed leaf tobacco in the hand," the bill of that title having been again introduced into the House of Representatives. Congressman Robert Y. Thomas, Jr., is sponsor of the measure which provides "that it shall be lawful for any and all persons who grow or raise tobacco in the United States to sell unstemmed leaf tobacco in the hand in any quantity without the payment of any kind of a tax whatever, and any person or persons may buy directly from any person or persons who grow or raise tobacco in the United States unstemmed leaf tobacco in the hand in any quantity without the payment of any kind of tax whatever, and no person or persons who buy or sell unstemmed leaf tobacco in the hand, as aforesaid, shall be required to make any report or statement whatever of any such sale to any collector of internal revenue, or to the Government, or any Government agent, or to anyone else. Nor shall any person or persons be required to keep any account of such sale.

"Section 2. That all laws and parts of laws in conflict with the provisions of this act be, and they are hereby, repealed.

"Section 3. That this act take effect and be in force from and after its passage."

EDITORIAL CHAT

A TOBACCO COMMISSIONER WANTED

SOMETIME ago the most prominent growers, buyers and dealers in Kentucky and Tennessee leaf tobacco sent a petition to Washington for the establishment of a United States Tobacco Commissioner. This commissioner is to supply a "missing link," or in other words to let the growers know about what the demand will be for crops before they are grown.

While we believe this office to be a very valuable one at the same time the great opportunities it would offer for controlling the prices, by advising a short crop or a big crop, would make it absolutely necessary that a man of only the highest integrity, widest experience and established ability be chosen.

The most prominent firms of the United States and Europe, operating in the Kentucky and Tennessee markets have endorsed the petition in favor of E. T. Robards, a widely-known tobacco man of Louisville, Ky. We believe that Mr. Robards is admirably fitted for this position if it is created and we believe that such an office is desirable.

Louisville very naturally wants the headquarters of this department located in that city. This claim we also believe to be just in view of the position that Louisville occupies as a leaf tobacco market, as evidenced by the fact that the buyers of all the big United States and European firms have their headquarters in that city.

THE INDEPENDENTS AND THE CHAIN STORES

THERE is a vociferous shout going up from some of the independent dealers because some of the chain stores are not living up to their promises to be "good" and get the full price for their cigarettes.

We hold no brief for the chain stores but we have a great admiration for an organization which has capitalized, and successfully, service and co-operation. There are things that any dealer can give his customers if he will make the effort. Most of the retailers won't, but rather sit on a chair and blame the coupon for all their troubles.

However, the point in question is that some of the independents have tried to take advantage of the promise of the chain stores to raise their prices, by failing to do so themselves. While these higher prices mean more profit to the chain stores, they also mean more profit to the independent. And for any group of independents to set out to trim the chain stores at their own game gives a ridiculous aspect to the affair.

The independents need to organize and to place themselves in a position where they can call the turn on a retailer who won't play the game on the square.

We doubt not that the chain stores will meet any independent organization of reputable character half-way. And it is much better for the trade as a whole for each side to concede a point than to assume a stubborn attitude and let profits go to the melting pot.

During our brief existence we have noticed that a sheet of Tanglefoot always caught about ten times as many flies as three or four saucers of vinegar.

Only Slight Changes in Tobacco Schedule as War Revenue Bill Comes Out of Conference

Washington, D. C., September 29.

AFTER many weeks of weary waiting, the conferees of the Senate and the House of Representatives have reported back to their respective branches of Congress the war emergency revenue bill which is designed to tax anybody and everybody who has anything upon which the Government may levy. The big fight was, of course, on the excess profits sections of the bill and it is generally believed on Capitol Hill that these will have to go to the courts for interpretation, so intricate are they.

The conferees on the part of the House of Representatives were forced to recede from the taxes the House had provided for cigarettes. It is understood that they held out for $1.25 per thousand as against the Senate provision of seventy-five cents, but the compromise was at the rate of eighty cents. However, there will be another big tax bill come before Congress early next year, at which time an even greater tax will be provided for cigarettes.

In an interview with the representative of the TOBACCO WORLD, a prominent member of the House Ways and Means Committee stated that the levy on tobacco is deemed to be as much as this commodity can stand in the way of taxation and that it does not look as though it or cigars will be further taxed for some time to come. On the other hand, the belief is that cigarettes should pay a great deal more and the prospects are of an increase anywhere up to $3 per thousand, meeting the rate of taxation placed upon cigarettes by Great Britain.

When the tobacco section was the subject of discussion among the conferees the Internal Revenue Bureau was asked for a statement. The officials of that bureau are understood to have stated that a higher rate than now imposed upon cigarettes would result in a great decrease in consumption. It was pointed out that following the Spanish-American War, when such taxes were imposed, there was a considerable falling off in the use of cigarettes.

Counteracting this was a second statement covering the British Government levies, showing that with the high taxes in that country on cigarettes there has been no diminution in demand or sale—there has been no effect upon consumption of cigarettes. On the face of this the House conferees held to it that the tax should be as high as provided in the House bill, but the Senate conferees would not listen to this and the House conferees receded when the rate was placed at eighty cents.

In all cases the exemptions provided by the House of Representatives were lowered by the Senate and the proposals of the latter were agreed to by the conferees.

Title IV, "War Tax on Cigars, Tobacco and Manufactures Thereof," is in full, as follows:

"Section 400. That upon cigars and cigarettes, which shall be manufactured and sold, or removed for consumption or sale, there shall be levied and collected, in addition to the taxes now imposed by existing law, the following taxes, to be paid by the manufacturer or importer thereof: (a) on cigars of all descriptions made of tobacco, or any substitute therefor, and weighing not more than three pounds per thousand, twenty-five cents per thousand; (b) on cigars made of tobacco, or any substitute therefor, and weighing more than three pounds per thousand, if manufactured or imported to retail at four cents or more each, and not more than seven cents each, $1 per thousand; (c) if manufactured or imported to retail at more than seven cents each and not more than fifteen cents each, $3 per thousand; (d) if manufactured or imported to retail at more than fifteen cents each and not more than twenty cents each, $5 per thousand; (e) if manufactured or imported to retail at more than twenty cents each, $7 per thousand: PROVIDED, That the word 'retail' as used in this section shall mean the ordinary retail price of a single cigar, and that the Commissioner of Internal Revenue may, by regulation, require the manufacturer or importer to affix to each box or container a conspicuous label indicating by letter the clause of this section under which the cigars therein contained have been tax-paid, which must correspond with the tax-paid stamp on said box or container; (f) on cigarettes made of tobacco, or any substitute therefor, made in or imported into the United States, and weighing not more than three pounds per thousand, eighty cents per thousand; weighing more than three pounds per thousand, $1.20 per thousand."

The House bill provided the following rates upon cigars made of tobacco or any substitute therefor and weighing not more than three pounds per thousand: If manufactured or imported to retail at not more than four cents each, fifty cents per thousand; if manufactured or imported to retail at more than four cents and not more than six cents each, $1 per thousand; if manufactured or imported to retail at more than six cents and not more than ten cents each, $2 per thousand; if manufactured or imported to retail at more than ten cents and not more than fifteen cents each, $4 per thousand; if manufactured or imported to retail at more than fifteen cents and not more than twenty cents each, $5 per thousand; if manufactured or imported to retail at more than twenty cents each and not more than twenty-five cents each, $7 per thousand; if manufactured or imported to retail at more than twenty-five cents each, $10 per thousand.

Section 400 further provides that "Every manufacturer of cigarettes (including small cigars weighing not more than three pounds per thousand) shall put up all the cigarettes and such small cigars that he manufactures or has manufactured for him, and sells or removes for consumption or use, in packages containing five, eight, ten, twelve, fifteen, sixteen, twenty, twenty-four, forty, fifty, eighty, or one hundred cigarettes each, and shall securely affix to each of said packages or parcels a suitable stamp denoting the tax thereon and shall properly cancel the same prior to such sale or removal for consumption or use under such regulations as the Commission of Internal Revenue, with the approval of the Secretary of the Treasury, shall prescribe; and all cigarettes imported from a foreign country shall be packed, stamped, and the stamps cancelled in a like manner, in addition to the import stamp indicating inspection of the customhouse before they are withdrawn therefrom."

The House of Representatives, in its draft of the war revenue bill, had specified the size of cigarette and small cigar packages to be five, seven, nine, ten, fourteen, sixteen,

eighteen, nineteen, twenty, forty, fifty, eighty and one hundred.

The House bill levied an additional tax upon manufactured tobacco and snuff of eight cents per pound. The Senate reduced this tax to four cents per pound. The House receded from its opposition when the following was adopted:

"Section 401. That upon all tobacco and snuff hereafter manufactured and sold, or removed for consumption or use, there shall be levied and collected, in addition to the tax now imposed by law upon such articles, a tax of five cents per pound, to be levied, collected and paid under the provisions of existing law.

"In addition to the packages provided for under existing law, manufactured tobacco and snuff may be put up and prepared by the manufacturer for sale or consumption in packages of the following description: Packages containing one-eighth, three-eighths, five-eighths, seven-eighths, one and one-eighth, one and three-eighths, one and five-eighths, one and seven-eighths, and five ounces.

"Section 402. That sections 400, 401, and 404, shall take effect thirty days after the passage of this act: Provided, That after the passage of this act and before the expiration of the aforesaid thirty days, cigarettes and manufactured tobacco and snuff may be put up in the packages now provided for by law or in the packages provided in sections 400 and 401.

"Section 402. That there shall also be levied and collected, upon all manufactured tobacco and snuff in excess of one hundred pounds or upon cigars or cigarettes in excess of one thousand which were manufactured or imported, and removed from factory or custom-house prior to the passage of this act, bearing tax-paid stamps affixed to such articles for the payment of the taxes thereon, and which are, on the day after this act is passed, held and intended for sale by any person, corporation, partnership, or association, and upon all manufactured tobacco, snuff, cigars or cigarettes, removed from factory or customs-house after the passage of this act but prior to the time when the tax imposed by section 400 or section 401 upon such articles takes effect, an additional tax equal to one-half the tax imposed by such sections upon such articles."

The House Bill allowed exemption from the floor-stock tax levied as above on 1000 pounds of tobacco and snuff, and 20,000 cigars and cigarettes, but allowing it only to each person, corporation, partnership, or association. This was changed by the Senate to apply to each place of business, but the Senate conferees receded from this.

"Section 404. That there shall be levied, assessed, and collected upon cigarette paper made up into packages, books, sets, or tubes, made up in or imported into the United States and intended for use by the smoker in making cigarettes, the following taxes: On each package, book or set, containing more than twenty-five but not more than fifty papers, one-half of one cent; containing more than fifty but not more than one hundred papers, one cent; containing more than one hundred papers, one cent for each one hundred papers or fractional part thereof; and upon tubes, two cents for each one hundred tubes or fractional part thereof."

C. L. L.

NEW FACTORY FOR TOBACCO PRODUCTS CORP.

The Tobacco Products Corporation, due to the large increase in export demand for their products, have purchased a large cigarette factory in Richmond, Va. The factory has a capacity of from 20,000,000 to 25,000,000 cigarettes daily.

Helping the Dealer

THE October magazines are showing a good increase in cigar, cigarette and tobacco advertising, all of which means that the drive is on for a bigger Fall business for the retail tobacconist, and with increased prices a larger profit.

The General Cigar Company, Incorporated, had one of the most striking ads of last month. It is done in colors and occupied the outside back cover of the September 1st issue of "Collier's Weekly." The subject was the "Robert Burns" cigar. It would make a splendid poster for the retailer's window.

We hope to increase this scope of the monthly advertising records to include practically all of the national magazines. This record is well worth the attention of the dealer and through it he will be able to gauge his buying to some extent.

American

Murad (cigarettes), inside back cover.
Fatima (cigarettes), one page.
Tuxedo (cigarette and pipe tobacco), one page.
Lucky Strike (cigarettes), one page.
Edgeworth (cigarette and pipe tobacco), one-third page.

Collier's Weekly (five issues)

Robert Burns (cigars), two and one-half pages.
Harmony (cigarette and pipe tobacco), one page.
Velvet (cigarette and pipe tobacco), one page.
Tuxedo (cigarette and pipe tobacco), three-quarters page.
Chesterfield (cigarettes), one-half page.
Edgeworth (cigarette and pipe tobacco), one-quarter page.
Lucky Strike (cigarettes), one-quarter page.
Fatima (cigarettes), one-quarter page.
Wellington (pipes), one-quarter page.

Cosmopolitan

Fatima (cigarettes), one page.
Omar (cigarettes), one page.
Lucky Strike (cigarettes), one-third page.
Velvet (cigarette and pipe tobacco), one page.

Everybody's

Tuxedo (cigarette and pipe tobacco), one page.

Harper's Bazaar

Fatima (cigarettes), one page.
Murad (cigarettes), one-quarter page.

Hearst's

Lucky Strike (cigarettes), inside front cover.
Tuxedo (cigarette and pipe tobacco), two-thirds page.
Velvet (cigarette and pipe tobacco), one-half page.

Metropolitan

Fatima (cigarettes), inside back cover.
Lucky Strike (cigarettes), one page.
Omar (cigarettes), one page.
Tuxedo (cigarette and pipe tobacco), one-half page.

Review of Reviews

Murad (cigarettes), one page.

Saturday Evening Post (five issues)

Prince Albert (cigarette and pipe tobacco), two pages.
Robert Burns (cigars), one and one-half pages.
Tuxedo (cigarette and pipe tobacco), two and one-half pages.
Velvet (cigarette and pipe tobacco), one page.
Harmony (cigarette and pipe tobacco), one page.
Girard (cigars), one-half page.
Wellington (pipes), one-half page.
Edgeworth (cigarette and pipe tobacco), one-quarter page.

HAVANA LETTER

Havana Office: Perseverancia 8
Carlos Wintzer, Representative

Havana, September 24th.

WHILE there has been a slight diminution in the amount of sales reported during the past fortnight, nevertheless our market shows no signs of weakness, as the real position of the same has undergone no change. Even if fewer buyers have momentarily made their appearance in town, it is confidently expected, that there will be a decided change before long, and that we shall see greater activity in the month of October.

The stocks in sight for all suitable grades for the American manufacturers of cigars are by no means in excess of the coming demand, and we should not be at all surprised to see still higher prices eventually paid for certain grades of our leaf. As tobacco is one of the articles of merchandise, which cannot be quoted on change, owing to the big discrepancy of the opinions of buyers, as regards the aroma of each separate vega, there are bound to be important price valuations, particularly as far as our incomparable Vuelta Abajo is concerned. We have known of instances where one buyer refused to entertain a vega at a certain figure, and that later on another manufacturer considered to have secured a bargain, although he paid as high as $20 per qq., or per bale, more than the first buyer. Of course such price differences are not the rule, but nevertheless there are wide enough margins in Vuelta Abajo and Partido leaf. Remedios resembles a more staple article, which ranges in narrower limits for the different grades, the price being principally subject to the more or less cleanliness of the packing, or vega, if assorted by the farmer. Not all the leaf grown in Santa Clara Province is of the uniform quality; on the contrary there are notable varieties, such as for instance as Manicaragua, Sancti Spiritus, Camajuani, Las Vueltas, La Quinta, etc. Manicaragua has a pronounced flavor of its own, and generally commands the highest price of all the Remedios varieties. It is also usually sold under its own name, not being classed as Remedios.

The different crop years vary sometimes, like night and day, owing to atmospheric conditions, while the plant is growing in the fields, and we will cite only the 1907 and the 1915 crops. The former was a heavy bodied leaf, not cured in the piles, and therefore remained always raw in the bales. It caused serious losses of capital to our leaf dealers, who had bought the crop at high prices hanging still on the poles, as the previous 1906 growth had been a failure almost, as to quantity, and a washed out quality. The 1915 crop was also a washed out quality, but this year the vegueros were the sufferers, as our dealers did not purchase the same, until later on it was found that the Netherlands could make use of the leaf at low prices in the beginning, which however advanced gradually.

It seems that the war has drawn so many hands, not alone in the warring nations, to make up the immense fighting armies, but also in the neutral nations from the tobacco raising industry, that there is a shortage all over the world, while the consumption has increased. Therefore as a natural consequence prices have risen in all producing countries, and Cuba still compares favorably, when we look at Sumatra and Seedleaf, which are 100 per cent. higher than before the war. Until the latter comes to an end we will have to be prepared to see continually higher figures as labor will remain scarce, and the demand will be larger than the supply. Ultimately the consumer must pay, as manufacturers have to raise their prices in proportion to the higher cost of the raw material, and all other articles which enter in the making of cigars.

Sales during the past two weeks totaled 12,713 bales, or divided into: Vuelta Abajo and Semi Vuelta, 7321; Partido, 3268; and Remedios, 2124 bales.

Buyers were: Americans, 5474; Canadians, 167; exporters to Europe, 1645; shippers to South America, 496; and our local manufacturers of cigars and cigarettes, 4931 bales.

Receipts of Leaf Tobacco From the Country

For two weeks up to Sept. 6, 1917.		Since Jan. 1, 1917.	
Vuelta Abajo,	23,506 bales	98,787	bales
Semi Vuelta,	1,327 "	6,796	"
Partido,	5,314 "	20,363	"
Remedios,	19,960 "	66,984	"
Totals,	50,107 "	192,930	"

Exports of leaf tobacco, from the port of Havana, for three weeks ending September 15th totaled 13,663 bales, and which were consigned to the following countries, viz., to all ports of the United States, 12,119; to Canada, 251; to London, England, 25; to the Canary Islands, 420; to the Argentine Republic, 353; to Uruguay, 235; to Chile, 240; and to Australia, 20 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals: From New York—August Kuttnauer, of August Kuttnauer, as buyer of leaf tobacco for account of Julius Marqusee; and Jose M. Diaz, president of the Preferred Havana Tobacco Company.

From Tampa—Jose Lovera, of Jose Lovera Company; Jose Cosio, foreman of Berriman Brothers; and Juan Fernandez, foreman of J. W. Roberts.

From Key West—Vivian M. Myers, vice president of the Cortez Cigar Company.

From Toronto, Canada—Jose Tuero, of J. Tuero Hermanos Company.

Departures: To New York—S. Ruppin, Manuel Rodriguez, Jose Menendez and Richard Sichel.

To Tampa—Francisco Arango, Jose Cosio and Jorge Leon.

To Key West—Vivian M. Myers.

To Spain—Jose Arango.

Cigars

If the month of July was bad for our cigar manufacturers, August was even worse, as the shrinkage in our exports reached close on to 2,500,000 cigars, and of which the United States imported 950,390 cigars less than in August, 1916. Great Britain also received 1,374,505 cigars less than in the same month of last year, but as there are good orders to be filled yet, and in 1916 the imports stopped earlier, there may be a change for the better soon. Spain is the chief country which keeps on in increasing her importations of our cigars from month to month. Our large factories cannot complain of not having enough orders at present, but the medium and smaller ones are the principal sufferers.

(Continued on Page 26)

The exports of cigars, from the port of Havana, during

The Primary Principle of Salesmanship

By J. R. McCleskey

AN old lady from the country once went into a New York department store to buy a kitchen stove. She had twelve dollars in nickels, dimes and uarters, wrapped in a red handkerchief, which she had diligently saved from the sale of butter and eggs with which to buy the long needed stove. Approaching a clerk, she asked to be directed to the stove department. However, instead of directing her as requested, this clerk, who was a furniture department salesman, took the old lady in tow, and proceeded to show her a gaudy upholstered couch; by appealing to her false pride, with the aid of a little flattery, he prevailed upon her to buy the couch, for which she had no earthly use, whereas the stove had been the object of her frugal savings for many months and was an actual necessity. Some would call this clerk a salesman because he had created a sale; but he is not a salesman in any true sense nor should he be classed as such. He would qualify better as a gold brick swindler than as a salesman.

It has been more or less generally considered in the commercial world that the principal point in salesmanship is "to make the sale," but as a matter of fact the making of the sale is the very last step in salesmanship.

If the real primary principle of salesmanship is understood and applied, the sale will take care of itself.

The general prevailing theory as to the principle of salesmanship is that there is a so-called mental law of sale embracing four successive steps as follows: First, attention; second, interest; third, desire; fourth, action. In other words, get the attention of the prospective customer, arouse his interest, change his interest into desire and then change his desire into action or the act of buying.

We are willing to grant that these four steps may be incidental in the process of a sale, but they certainly do not constitute the fundamental low or primary principle of salesmanship. A law or principle, in order to be rightfully classed as such, must produce given results when applied under given conditions. The unprincipled furniture clerk who took advantage of the old lady in selling her a useless couch followed the four steps just as outlined, and if these four steps really constituted the primary principle or law of salesmanship, then we would have to admit that the furniture clerk was an expert in the art of salesmanship; and so the gold brick swindler would be considered an expert in the art of salesmanship, as follows precisely these four steps in "putting over" a fake deal or so-called sale.

However, true salesmanship is of a much higher order than the process indicated by this so-called law of four steps; attention—interest—desire—action. There is a fundamental law or primary principle of salesmanship, which, when properly applied, will produce much more certain and satisfactory results.

The primary principle of salesmanship is based on need and confidence—the need of the buyer and the mutual confidence of buyer and seller.

Instead of holding to the old idea of "making the sale" as the first point in salesmanship, we should remember the first point to be considered is the NEED of the buyer or prospective customer—whether or not he has a legitimate need for what you have to sell. For example, by persuasion and over-painted pictures of fabulous profits you might induce a small merchant to buy an expensive store appliance which was not suited to the needs of his business, and still you might feel proud that you had "put over a sale" as the saying goes. But stop and think a minute. Is this true salesmanship in the highest sense? Absolutely NO. The foundation of true salesmanship is honest consideration of the purchaser's need—a fair exchange of value that benefits both buyer and seller in proportion to their respective needs. To test yourself on this point, just remember this——

Never try to sell a man anything that you would not buy, if you were in his place.

If a country boy should come into your store with $2.50 in his pocket to buy a pair of school shoes, which he needs, would you induce him to spend his money for an imitation diamond scarf pin and then call yourself a "salesman"? The man who follows this sort of practice and calls it "salesmanship" ought to be behind the bars instead of behind the counter. Yet there are people who follow such practice and call it salesmanship because it conforms to the four steps previously referred to as the theoretical law of sale.

After convincing yourself that your prospective customer has a legitimate need for what you have to sell at the price you ask, the next step is to establish a mutual confidence between buyer and seller. Now, what is confidence and what is it based on? Confidence must necessarily be based on honesty, and therefore, in order to get the confidence of your prospect you must be sure that you have laid the right foundation for it in your own character. The first requirement is inherent honesty in yourself. Then be sure that your proposition is an honest one, that it is based on fairness and justice, and be sure that you present it on its merits, free from misrepresentation or misleading statements. In proportion as you expressed fairness and justice in your every thought, word and act, to that same degree will you find confidence expressed toward you by those with whom you come in contact, and thus the necessary confidence is established on a right foundation.

Confidence is the spark plug of true salesmanship.

The so-called theory of salesmanship based on the four steps of getting a man's attention, arousing his interest, creating his desire, and moving him to action, is not founded on a fixed principle in any sense of the word.

The salesman has no moral right to try to arbitrarily dominate another person's action with the blind object of merely "making a sale," nor will any permanently satisfactory results be accomplished by such methods. To illustrate our point we will draw a comparison between two salesmen whom we will call Salesman No. 1 and Salesman No. 2.

Salesman No. 1 starts out in the morning. Calls on Mr. Brown. First, he gets Mr. Brown's attention. Easy. Second, he begins to arouse Mr. Brown's interest, wondering all the time he is talking whether Mr. Brown's mental machinery has worked around to the changing point from INTEREST to DESIRE. He has no way of knowing when to shift, but anyway, he shifts his talk over and begins working on Mr. Brown's desire, and finally, without know-

(Continued from Page 20)

EASY PROFITS FOR THE CIGAR STORE

THE man who smokes, either plays cards or can be taught to enjoy the game. And in the smoker's attachment to playing cards is to be found the cigar-store owner's reason for stocking them.

Playing cards are very easy to sell,—in fact, the advertised brands sell themselves. A very neat profit can be picked up by tactfully watching for opportunities.

If a steady customer enters the store and buys an unusually large supply of cigars, or tobacco, a jocular remark on your part as to whether he expects "the boys" that evening will often give you an opening for a good-sized sale of playing cards. And the sale will be made so easily and naturally that the customer will think it an exceptional bit of thoughtfulness on your part.

Cigar men often make up special packets for birthday gifts, anniversaries, Christmas remembrances, etc. A pack of cards slipped in will be entirely in place.

Any of the better-known manufacturers of playing cards can supply you with window trims that are effective and in very good taste. Try them.

Among displays sent you from time to time you will probably find cut-out figures advertising cigars. With these and a table from your home you can improvise a very effective "card game" for your window. All the men can be shown smoking, with ash tray, lighter, cigar clipper (all of which you doubtless sell), on the table in real "man" style.

If the men are playing poker, each man can have his stack of chips, and one man's hand face up on the table, showing he has been "seen," will add a touch of realism that will appeal to the old timers. The cigars they are smoking can have ash on them, as if they had been playing awhile.

Little details like these do not take much time and give an active mind great pleasure in figuring them out. And their results will give great pleasure to the owner as he watches his growing pocketbook.

PENNA. RAILROAD TO SEND SMOKES ABROAD

Washington Bureau.

As many of the comforts of home as can be provided by their fellow workers will follow to France those employes of the Pennsylvania Railroad who are drafted or join any branch of the military service, for the employes of the road, as a starter, have established a tobacco fund.

Every Pennsylvania railroad man who goes to France with the army, who joins the Marine Corps or enlists in the Navy will, from time to time, as frequently as possible, receive from another Pennsylvania railroad man, at home, a package of tobacco and cigarettes. Each package will contain a self-addressed postcard from the employe whose contribution provided the gift.

It is hoped that sufficient contributions will be received to make it possible to send at least one package a month to each man in the military or naval service. While the employes of the railroad will maintain the fund, persons not employed by the railroad have already sent in subscriptions which will be added to those collected from the employes. The first shipment will be made this month.

C. L. L.

The many friends of Harry Prochaska, manager of the Cigar Label Department of Adolph Frankau & Company, have extended their sympathy to him in the loss of his father, Morris Prochaska, who was for many years prominently identified with the cigar manufacturing industry.

Help Speed Up American Industry

with the

Universal Stripping & Booking Machine

IT relieves the scarcity of labor by doubling the output of each stripper.

¶ It saves waste because it strips clean, cutting the stem out, and without waste from butt to tip of leaf.

¶ It increases production, speeds up operation and guarantees a better product.

¶ The value of the Universal Tobacco Machine is attested by over 750 manufacturers using from 250 down to 1 Universal machine.

¶ Get a demonstration in your own factory with your own tobacco and under your own supervision.

Catalog and Prices on Request

Universal Tobacco Machine Co.

79 FIFTH AVENUE, NEW YORK

FACTORY:

98 to 104 MURRAY STREET, NEWARK, NEW JERSEY

PROBLEMS OF PROFITS

By GORDON W. KINGSBURY

The Approximate Inventory

AND we can get near enough figures along this idea that will guide us better than lumped together yearly figures if we divide the goods we carry into a few general lines. Keep a perpetual inventory of cost and selling price (which in many businesses is simple and practical). Figure separate expenses of each line—rent, for instance, being proportioned on the display value of the actual space used, and then charge those expenses, say, monthly, or even weekly, as a percentage of the cost value of the stock on hand.

Such a perpetual inventory with the accompanying data on the quantity of each article sold, makes a wonderfully valuable guide to proper buying. Merchants who use this plan know to a nicety what the demand will be at any season of the year. Their records of preceding years show just what quantities to contract for and on what dates to specify delivery.

The plan enables a merchant to hold down his investment in any one line to the minimum and to turn his dollars over many times a year. With the lowered investment in present lines he has capital to expand in other lines that help carry his expense load, therefore lower it proportionately, and that adds to his profits.

There is just one big secret behind the success of the men in the retail field who have forged way ahead of the average merchant. They have substituted the certainty of facts for the uncertainty of guesswork in the conduct of their business. They know what the cost of handling each line of goods is. They know what amounts to invest in a line and at what season.

They guide their growing businesses with the charts o fexperience, boiled down to comparative figures of costs, selling prices, expenses and profits. Their investment in getting these facts they regard as the most essential investment they make.

They have proved that a comprehensive, yet simple and workable plan for figuring profits as one goes along is the only hope of making those figures anywhere near as large as they ought to be.

Commercial agencies tells us that 90 per cent. of American merchants overbuy. That is, they load up with slow selling stock that must be paid for from the profits of other fast selling lines. Slow sellers are a dead weight on any business. They hold down sales, cut into profits—as one merchant says, "Holding stocks from season to season is the shortest road to failure."

The dollars you put into your business are no good to you unless they are kept busy earning other dollars. The busier your dollars are, the more money they will earn.

Whenever you invest a certain amount of money in stock and sell that stock, you have "turned" that capital once. Every time you turn it, you should make a profit. It follows, then, that the more turnovers you get, in a given time, the more profit your business will pay.

Also, it doesn't take much figuring to show that a few dollars turned frequently will do the work of many dollars that move slowly, even though the net profit per sale is somewhat less.

The slow sales and long profits of a few years ago are no longer possible in most lines of business. Retailing and general business conditions have changed amazingly—changed so rapidly that the average man, busy in buying and selling and cultivating new business, has had little chance to analyze these changes and adapt his methods to them.

Costs of doing business have more than doubled. At the same time selling prices have become largely fixed by competition and other causes before which the individual merchant, wholesaler or manufacturer, is powerless.

The result has been that the average merchant, held down by a selling price that he could not change to any great extent, and with his costs rising slowly but steadily, has been forced to do business on an ever narrowing margin. In order to make a satisfactory annual profit last year, one well-known store had to turn its stock six times, where a dozen years ago when a larger profit per sale was possible, one or two turns a year were considered a good showing.

Of course, no merchant can wave a magic wand over his store and start his stock into instantaneous activity. What he can do, is to succeed by careful buying, intelligent handling of stocks, intensive selling methods and leak-proof accounting in increasing his volume of sales without a corresponding increase in stock investment and overhead. This means that he will pay out a lower percentage for costs and take in more dollars in profit.—Courtesy of "Modern Merchant and Grocery World."

(This is the third article by Mr. Kingsbury on Problems of Profits. The fourth and concluding instalment will discuss, How to Figure Turnover, and will appear in the October 15th issue of the TOBACCO WORLD.—The Editor.)

SHIFTS AMONG GOVERNMENT OFFICIALS

Washington Bureau.

THE resignations of William H. Osborn as Commissioner of Internal Revenue, and Dudley Field Malone as Collector of Customs for the port of New York, has made necessary several shifts among government officials.

The retirement of Mr. Osborn was necessitated by his poor health, and his decision to leave official life was received with regret by Secretary of the Treasury McAdoo and the many friends he had made as commissioner. In accepting his resignation, the secretary paid him a very great compliment on his work, saying "no commissioner of internal revenue has ever had to face such new and difficult problems as those with which you have had to deal throughout your term. You have met every situation with courage, with tact, with good judgment, and with unfailing integrity."

Mr. Osborn is succeeded as commissioner by Daniel C. Roper, formerly Vice Chairman of the Federal Tariff Commission and during the first Wilson administration, an assistant postmaster general.

Dudley Field Malone, who leaves New York for the cause of woman suffrage, will be succeeded by Byron H. Newton, formerly Assistant Secretary of the Treasury. Mr. Newton's place in the Treasury Department has been filled by the appointment of James H. Moyle, an attorney of Salt Lake City.

C. L. L.

DOMINICAN TOBACCO DIRECT TO SPAIN

In the past few weeks tobacco shipments aggregating 9000 seroons of 115 pounds each (in all, 1,035,000 pounds) have been made from the Dominican Republic direct to Spain. The cargoes went to the Compania Tabacelera Espanola, which has a monopoly of the tobacco business in Spain. Prior to the war the Compania Tabacalera Espanola made large purchases of Dominican tobacco in the markets of Bremen and Hamburg, the recent shipments being the first to be made direct to Spain from this Republic.

Some of the National Publications of Tremendous Circulation that will keep Bicycle Playing Cards and Congress Playing Cards before Practically Every Family in Your Territory with Whom You Would Like to do Business

Are you ready to secure your share of the big fall demand for playing cards?

You Can Sell This Book

"The Official Rules of Card Games."—New edition—250 pages—300 games. Every card player should have a copy and will be glad to buy it if he sees it in your store. Supplied to you at such a figure that you can sell it at a very moderate price and still make a big profit. Order from your jobber.

Complete Catalog Free

Illustrates, describes and prices everything in playing cards and supplies including cards for general play, for social play and for children; fortune telling cards, pinochle packs, educational games, card trays, chips, etc. Every dealer should have a copy. Ask us for it today.

The U. S. Playing Card Co.

Cincinnati, U. S. A. Dept. 6 Toronto, Canada

COOL evenings are on the way. Folks soon will be sitting indoors and playing cards. The present world conditions will make more people than ever before seek this absorbing, harmless, inexpensive recreation.

Most players will ask for the cards they have known for years—the cards that are kept constantly before them through continuous advertising—the cards that always have given entire satisfaction.

BICYCLE PLAYING CARDS

CONGRESS PLAYING CARDS

Look over your stock and see what you need in these staple brands. Have a complete assortment of the popular Bicycle backs and the latest Congress designs. The best selling Bicycle backs are now packed with a reproduction of the design printed on the tuck case so your customers can select the backs they prefer. Each deck is also wrapped and sealed so that it reaches the player exactly as it leaves the factory.

You will sell your full share of playing cards, sell them most easily and make the most of them by carrying these two brands. Your jobber can supply you at once.

BOLD CONFIDENCE

We created our business with the confidence that we knew what was necessary in good cigar building.

In the beginning, as now, quality has been our standard and the popularity of BOLD cigars is our reward.

BOLD confidence and BOLD quality—the cardinal points in our business—made BOLD the cigar.

"Above All"

BOBROW BROS.

PHILADELPHIA

G. O. TUCK & COMPANY REINCORPORATE

Official notice has just been made by G. O. Tuck & Company of Louisville, Ky., of the recent cancellation of their Kentucky charter, and of their re-incorporation under the laws of the State of New York, with the re-election of the following former officers of the company: G. O. Tuck, president; I. W. Vaughan and J. M. Edmunds, vice presidents; A. B. Hatcher, secretary and treasurer; H. C. Heimerdinger, assistant treasurer, and R. S. Beatty, assistant secretary.

It is learned that the capitalization has been greatly increased in order to amply care for the constantly increasing volume of business, which has grown from an extremely modest beginning in 1905 until during the past few years their annual turnover has ranged from fifty to ninety-five million pounds, composed principally of Kentucky, Tennessee, Virginia and Carolina tobacco, although they also handle considerable quantities of other growths of both Domestic and Foreign tobacco, and it is understood that this particular branch of the business will be prosecuted more extensively in the future, through their New York office, which will be opened at an early date.

The head office will be maintained in Louisville, Ky., however, as heretofore, and with their excellent and extensive organization, which covers practically all the Western and Eastern markets and with their large and well equipped redrying and packing plans on the larger and most important markets, they are undoubtedly in position to offer their customers both at home and abroad, every facility and accommodation.

The Tobacco Fund being raised for the soldiers in France by the branch of the Emergency Aid in this city has reached almost $10,000 thus far.

MANILA CIGARS FOR CANADA

Washington Bureau.

THE American demand for the Philippine cigar, which resulted in the doubling of shipments to the United States, was the ruling feature in a fifty per cent. increase in the value of the cigar trade of the Philippine Islands during the year ended June 30, 1917, according to statistics compiled by the Bureau of Insular Affairs of the War Department.

Shipments of cigars from the Islands to countries other than the United States fell, as a whole, to even a lower level than had hitherto prevailed during the war. Though the quantity of leaf tobacco exported was about the same, materially better prices were realized, and the United States for the first time assumed some importance in this trade, taking a relatively high-grade leaf.

With the practical completion of three years of war, a comparison of the country distribution of Philippine trade in 1917 with ante-bellum conditions of 1914 is of interest. In the import trade the proportion of the United States increased from fifty-one to fifty-three per cent. of the total. The Japanese increase was from seven to eleven per cent., while a smaller gain was recorded by China. The British proportion declined from nine to five per cent., the Australian from five to two per cent., and the French from three to one per cent., while six per cent. credited to Germany in 1914 had virtually disappeared in 1917.

In exports the salient feature was the increase in shipments to the United States from forty-three to sixty per cent. of the total. The proportion of the United Kingdom declined from seventeen to eleven per cent., while the French declined from eight to three per cent. Shipments to Germany amounting to four per cent. of the total in 1914 disappeared, while a new trade of some importance with Canada appeared in 1917.

BIG GAINS FOR MANILA CIGARS

Following is a comparative statement showing by months the number of cigars and cigarettes exported to the United States during the first seven months of 1916 and 1917.

Cigars.

Month.	1916.	1917.
January	4,506,224	12,943,106
February	9,857,689	11,022,952
March	5,619,246	20,157,629
April	7,369,630	12,971,206
May	7,581,073	15,803,910
June	7,958,154	19,673,334
July	12,485,366	17,221,377
Total	55,377,382	109,793,514
Increase		54,416,132

Cigarettes.

Month.	1916.	1917.
January	255,000	201,000
February	987,750	395,000
March	340,000	807,500
April	716,250	570,500
May	500,250	249,000
June	50,000	787,500
July	925,000	890,000
Total	3,774,250	3,900,500
Decrease ...	126,250	

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

SOL HABANA

Behrens & Co.

Havana, Cuba
Estrella No. 19

Manufacturers of the old brands

"Sol" and "Devesa de Murias"

Independent factories

Our Motto: Quality, always
a little better than
Havana's Best

LA DEVESA DE MURIAS HABANA

Mr. Dealer—This Sign on Your Window —

JOHN RUSKIN CIGAR 5¢

[Sign—red and white]

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at 5¢ and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.
The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

Primary Selling Principles

(*Continued from Page 14*)

ing when or where or why, he takes a long chance that Mr. Brown's mental wheels have readjusted themselves and that it is about time to "sign the dotted line," and so he proceeds to pull out the order book at what is called the psychological moment. But, alas, somewhere in Mr. Brown's mental machine a wheel has slipped a cog and he won't act. The salesman has tried his would-be mental law of sale; he got through the first three steps, but the fourth step would not work, and he goes away wondering what happened to old man Brown's brain and why it wouldn't work according to the "law of sale."

Salesman No. 2 starts out in the morning. Calls on Mr. Smith. But going down the street on his way to see Smith he recalls to mind a few satisfactory thoughts about as follows: He says to himself "Well, I have figured a good deal on what Smith needs and I believe I have a proposition that will just serve his purpose and save him some money. Anyway I can explain it to him, and if it is what he needs, he certainly will see it. I know my proposition is a fair one, the price is right, the stuff is made right, good material, it represents good value for the money. Of course, if he doesn't need it, I certainly don't want to shove something onto a man that will not do him just as much good as his money will do me. But if he does need anything of this sort, I know he will give me the order because I know the proposition is RIGHT." This salesman is primarily conscientious himself, he has faith in his own proposition, he has given due consideration to Smith's needs in the case, he expresses fairness and honesty in his every thought and action; and he naturally expects the confidence of those with whom he comes in contact, because he knows that both he and his proposition merit confidence. If Smith needs his proposition, he no doubt gives him the order, and if he does not need it, says so; but this salesman does not go away trying to figure out how Smith's brain machinery was working while he was talking to him and what clogged the wheels when he pulled out the order book. He simply moves on to the next man who does need his proposition and sells him—not by trying to regulate the man's brain action by four theoretical steps, but on a basis of the man's need, and confidence that is founded on absolute honesty and business integrity.

(This is the fourth of a series of Selling Talks by J. R. McCleskey. Service in Selling Goods will be the subject of the fifth article which will appear in the October 15th issue of the TOBACCO WORLD.—The Editor.)

GEORGE MARTIN SIGNS LEASE FOR 12th STORE

A deal that is said to have involved one of the largest rentals ever offered for downtown property in Davenport, Ia., was consummated recently when George Martin, of the Martin Cigar Company, operating a chain of cigar stores in Davenport, Rock Island and Moline, signed a lease for the southwest corner of Third and Brady Streets where number twelve store of the chain will be established. No consideration has yet been announced.

The property in question is occupied by the Scott County Savings Bank which will remove to the northwest corner of Third and Brady Streets as soon as its new building is completed there. Mr. Martin expects to take possession about September 1, 1919.

Mr. Martin states that he expects to establish in this location the most modern and complete cigar store in the Middle West.

Here, sir, is the new "toasted" cigarette

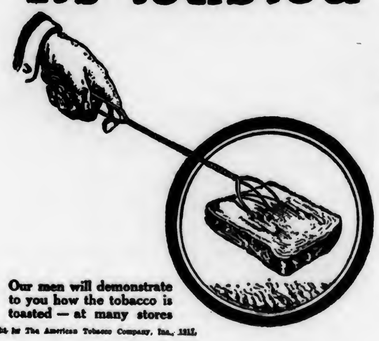
LUCKY Strike, it's called. And just exactly as you prefer 95% of your food cooked, you will now prefer your tobacco toasted.

Cooking (toasting, broiling, roasting) makes things delicious, appetizing, and savory, because it develops flavor. You don't eat raw steak or drink raw coffee. You like toast better than bread—especially fresh buttered toast.

We toast the Burley tobacco for Lucky Strike cigarettes to develop the utmost Burley flavor and seal it in, so it's always there for you. That's what toasting does.

You're in for a new flavor when you join the Lucky Strike Smoke circle—with the real Burley cigarette.

It's toasted



Our men will demonstrate to you how the tobacco is toasted — at many stores

Copyright by The American Tobacco Company, Inc., 1919.

How to open the package
Tear off part of the top only, as shown

Cigarettes in paper packages of 20 are carried more handily this way, and keep better; less likely to spill into your pocket

20 for 10c

If your dealer does not carry them, send $1 for a carton of 10 packages to The American Tobacco Co., N.Y. City

Guaranteed by
The American Tobacco Co.
INCORPORATED

"One of the advertisements in the big LUCKY STRIKE newspaper campaign—the National Magazines, billboards and street cars are telling the same story to millions of smokers everywhere."

HAVANA CIGARS

ROMEO Y JULIETA

The Leader in all the World's Markets

U. S. Representative: Wm. T. Taylor, 93 Broad St., N.Y.City.

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

A. Van Paddenburg Dead

A. VAN PADDENBURG, head of the Sumatra Department of Otto Eisenlohr & Bros., Incorporated, Philadelphia, Pa., died suddenly of apoplexy at 7.30 A. M., September 22d, at the Imperial Hotel, in New York City. He had been in ill health for more than six months, and the nature of his illness was known by most of his business associates.

Mr. van Paddenburg and C. Harry Eimerbrink, both of Otto Eisenlohr & Bros., Incorporated, had been at the Imperial Hotel since Monday, September 17th. They had been busy all week sampling tobacco in the rooms of the American Frascati, and at the office of Cullman Bros. During the entire week Mr. van Paddenburg seemed to be in unusually good health, and in the best of spirits. All of the preparatory work in connection with the inscription of September 22d had been completed, and Mr. van Paddenburg had suggested to his associates, Mr. Eimerbrink and Ben R. Lichty, that they spend the evening of the 21st inst., at the Winter Garden. After the show, and even up to the last time he was seen by his friends before retiring, Mr. van Paddenburg appeared in better health than for some time past, so much so in fact that it was the cause for remarks on that subject by his friends. The following morning Mr. Eimerbrink had finished dressing, and prepared to ask Mr. van Paddenburg about his readiness for breakfast, inasmuch as Mr. Eimerbrink had heard him moving about only a short time before, but on entering the room found Mr. van Paddenburg dead in bed.

The death of Mr. van Paddenburg soon became known at the sales rooms of the American Sumatra Tobacco Corporation, and was almost the sole topic of comment among his friends and acquaintances.

The deceased was fifty-three years of age, and was a native of Amsterdam, Holland. He led the life of a bachelor, although he maintained his own establishment at a country place in a suburb of Amsterdam. He had been coming to America almost annually for thirty years, and for ten years has been the Holland representative of Otto Eisenlohr & Bros., Incorporated.

Mr. van Paddenburg during his life had seen many phases of the tobacco business. He had represented interests in Mexico, Germany, Holland and the United States, and was well known, and highly respected, by a wide circle of friends and business acquaintances.

Funeral services for the late A. van Paddenburg were held on Wednesday, September 26th, at 2 P. M., from the funeral rooms of Oliver H. Bair, 1820 Chestnut Street, Philadelphia, Pa.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations. By the Act of August 24, 1912.

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Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) HOBART B. HANKINS.

Sworn to and subscribed before me this 28th day of September, 1917.
FRANCIS C. ADLER, Notary Public.
(Seal)
(My commission expires March 6, 1921.

How Shall He Play the Game?

(*Continued from Page 5*)

of other functionaries whose work is allied to the main process.

When a dealer starts out to buck "'demand," he is a cog trying to turn backward against the magnetic pull, and in opposition to all the other cogs, big and little. The dealer's viewpoint should be that of the merchant, not the reformer. He is a purveyor of goods, not of ideas. He is in business to make money, not converts. The public is not interested in him because of his particular views on politics, religion, political economy or philosophy. They do not surge into his store to be amused, because the vaudeville houses cover the entertainment field very thoroughly. The public is interested in only one thing, and that is the merchandise the dealer has for sale. If any dealer doubts this statement, let him move the stock out of his store, stand alone in the empty building and count up the number of people who come to see him in the course of a day.

I have dwelt at some length upon these preliminaries, because if we are to get practical good out of these talks, it is absolutely necessary that we start with a common understanding.

Every normal man has brains enough to make a good living—to become rich, in fact. The ones who attain success are the ones who use their brains as well as their hands and feet. There is only one way to use the brain, and that is to think with it. Nothing that can be written can help us unless it makes us think—think for ourselves. I hope in this series to give a new fillip to your thoughts. I don't care whether a man agrees with me or not. Sometimes opposition will set the brain cells to working better than acquiescence.

In the articles following, to which the foregoing is really merely a preface, I propose to discuss the main question, "How Shall the Retail Dealer Play the Game?" under the following heads:

"Trying to Beat the Game,"
"Cashing In on the 'Advertised Brand',"
"The Relation of the Turn-Over to the Cash Discount,"
"The Fallacy of the 'Smoke Shop'."
"Guideposts to a Successful Retail Cigar Business."

Let us start, then, with the broad proposition that the province of the retail dealer is to serve the public, which means giving them what they want when they want it and in the manner in which they want it.

(To be Continued.)

TOBACCO FUND GIVING

A warning has been sent out by Colonel Winston, chief aid to Gen. Thomas H. Carter, commanding officer of the Central Division, against the giving of money to soldiers in uniform who purport to be soliciting for tobacco funds.

"Some of the men soliciting for various funds," declared Colonel Winston, "may be honest and giving the money they collect to be used in the purchase of tobacco and other comforts for the men, but others may collect the money on the pretense that it is to be used for that purpose and never give any of it for the object for which it was contributed."

Dame Rumor insists that the Tobacco Products Corporation and the United Cigar Stores Company have passed preliminary plans for a consolidation of the two companies.

Cigarette tobacco was born in Virginia. All the mellow charm of Dixie's sunshine is in it. That's why VIRGINIA TOBACCO —and no other—has that "snap" and "sparkle" to its taste that makes a cigarette a cigarette.

Liggett & Myers Tobacco Co.

THE VIRGINIA Cigarette

Piedmont

NOTE: 300 million pounds of Virginia tobacco were made into cigarettes last year, as against only 62 million pounds of foreign tobacco. *And Piedmont is the biggest-selling Virginia cigarette in the world.*

5c and 10c a package

One of a Series of Piedmont Newspaper Advertisements.

TADEMA HAVANA CIGARS
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MAKERS
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FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA
BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S CELEBRATED Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
To Dealers:— Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

THE TOBACCO OUTLOOK IN KENTUCKY

Louisville, Ky., September 22.

GRADUALLY new records are being made in tobacco trade lines, owing to new conditions that are constantly shifting. A month ago, reports covering a large area in Central Kentucky, covering large districts, where owing to the lack of needed rain-fall, crops were reported firing and had to be cut, in the hill counties the plants were far from reaching their full size so that at that time the crop promised less than the trade needed for annual reuirements by perhaps one-third. Good rains set in that covered practically all these sections and the crop took on new growth, and we are told that many crops that would not have produced $50 per acre in value are now fast making their way to produce more than three times that amount. This means much to the planters, for all this loss would have had a like serious effect on the manufacturers, for it would have made it impossible for them all to have secured their needs, regardless of price.

Thus far, September has afforded perfect weather conditions, to both mature and hasten on the crop, so that the Burley crop will practically all be housed within the next ten days to two weeks.

While the 1916 crop was a fine crop it was mainly a crop light in weight, so the 1917 crop may, and some claim it will, prove to be a much heavier crop. Should it prove so it will be an added blessing to both the farmers and the manufacturers. There was barely enough of the 1916 crop to supply the needs of the trade. The prices opened up so unusually high that many of the smaller manufacturers "could not stand the pace set" by the larger buying interests. So they waited only to pay from $5 to $10 a hundred more and then had little to chose from and often had to scour the country to find it at that.

The season average was a "high record breaker." We remember in 1911 that Lexington sold 21,000,000 pounds that season at an average of $14.11, and that was a new season "high record," but like the crop of 1916 was a very colory, fine crop with little "tailings" to it and one of unusual quality.

We hardly see how the 1917 crop can be as uniformly excellent in quality as the 1916 crop. The season was not so favorable, yet we believe the demand for it will make it sell as high or higher. The European demand on account of the war will also no doubt bring us new high season records on our dark type. The quality now seems promising and to be a better and a heavier crop in yield of weight. All the markets on tobacco will be active and have plenty of buyers keen to purchase it.

E. T. Robards.

BIG CONTRIBUTION FOR "TOBACCO FUND"

The United Cigar Stores Company turned in $2,481.02 to the New York Sun's Tobacco Fund last week. This is the record figure for a week's contributions and brings the total of the United Cigar Stores' contributions up to $5,971.64. The company has pledged the redemption of 500,000 of its certificates.

NEW YORK RETAILERS ELECT OFFICERS

Lew Gompers was elected president of the Independent Retail Tobacconist Association of New York City at the annual election of officers of that organization held last week. Re-election was offered Ike Ochs, former president but he declined the offer. The other officers elected were: F. B. White, treasurer; M. Neuwirth, secretary; Henry Hunter, counsellor, and S. Weil, sergeant at arms.

Lancaster Tobacco Market

Lancaster, Pa., September 25, 1917.

NOT deterred or disheartened by a recent frost that did incalculable damage to the 1917 crop, Lancaster County farmers with characteristic energy are as busy as beavers housing the crop that escaped the ravages of the elements. Banner prices are in prospect, and the tillers of the soil are not risking further chances. The neighborly spirit is manifest in all sections of the county. When one field has been harvested, owners and laborers alike are turning in and helping their neighbors, who have been less fortunate in securing the necessary man-power to rapidly harvest the matured crop. Even young high-school boys from the city who are generally short of pin-money, are being transported to fields in various sections of the county and are working five and six hours each day, at a fair stipend.

Unheard-of-prices, that would have been impossible before the war, are promised the farmers. "Thirty-cent-tobacco" is the slogan and indications are that this price will be paid. A great deal of the damage occasioned by the frost, will not be a total loss. The tobacco will be bought up by scrap dealers who have been long in despair to get cheap tobacco. Thus, instead of occasioning the loss that was at first supposed, the farmers will realize even on the "damaged" goods, far beyond their hopes.

The 1917 crop is looming up fine and of a superior quality. What was in the sheds before the fatal crop got in its deadly work, will be one of the best crops ever harvested in this section. A great deal of binder goods will be found among it, and this alone will create a demand.

Realizing the shortage in the market, the farmers in many instances doubled their crops at the beginning of the season and a fair estimate of the county's crops is placed at about 20,000 acres. The general scarcity will bring many new firms into the county from all sections of the United States and the growers are just wily enough to refuse to put any price on their products until it is ready for inspection. The big corporations of the country who have secured the crops almost in their entirety during the past two seasons, will either have to boost their prices or be left in the lurch. In several instances the buyers are not now seeing fit to pay the prices asked and the result is a deadlock. Many buyers who recently approached growers retired in disgust, refusing to pay or even enter contracts for the purchase of desirable crops. The fact of the whole matter is that the growers are too busy harvesting and do not want to sell until the crop is stripped.

The loss by frost was placed at $2,000,000 by several experts, based on the high prices that are expected; others placed it at $500,000, but the actual loss, if it can be considered such, will not be known until the buyers get into the fields and actually start purchasing the weed.

Fully seventy per cent. of the crop has been harvested and by the close of the month the entire crop will be in the sheds, providing another frost does not nip the tobacco. Several farmers are taking chances on their tobacco more fully maturing, but they are vastly in the minority.

The cigar trade continues good and a much-talked-of raise in price of the old reliable nickel smoke has not materialized. Cigar manufacturers have many orders ahead. Christmas orders are now being received and factories will run until the end of the year at full capacity. Scarcity of hands is working havoc as to the output.

E. C.

LIPSCHUTZ'S 44 CIGARS
"44 Cigar Co." Philadelphia

By Special Appointment To the Late King Edward VII
Philip Morris
The World's Oldest Highgrade Turkish Cigarettes
Plain End or Cork-Tipped
"The Little Brown Box"
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FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1871
Write for Open Territory
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New York Office; 203 W. Broadway

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CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Classified Column Page.
Try it.

Havana Letter

(Continued from Page 13)

the month of August, 1916 and 1917, as per our official custom house returns, were as follows, viz:

From August 1 to August 31, 1916,	8,535,268	cigars
From August 1 to August 31, 1917,	6,184,499	"
Decrease in August, 1917,	2,350,769	"
From January 1 to August 31, 1916,	77,131,428	"
From January 1 to August 31, 1917,	64,486,328	"
Decrease first eight months of 1917,	12,645,100	"

The following countries show increases in August, 1917, as compared with August, 1916:

Spain,	517,545	cigars
Australia,	259,285	"
British Africa,	50,150	"
Dutch West Indies,	40,000	"
Total,	866,980	"

The following countries show decreases in August, 1917, as compared with August, 1916:

Great Britain,	1,374,505	cigars
United States,	950,390	"
Denmark,	412,000	"
Argentine Republic,	199,867	"
Spanish Africa,	58,500	"
Netherlands,	37,500	"
Sweden,	34,800	"
China,	33,100	"
Canada,	30,850	"
Canary Islands,	28,966	"
Chile,	27,276	"
Brazil,	21,140	"
Total,	3,208,894	"

The ten principal countries which in 1916 imported over 1,000,000 cigars from us show the following increases and decreases in the first eight months of 1917:

Increases.		
France,	3,366,843	cigars
Spain,	3,053,109	"
United States,	1,771,449	"
Australia,	518,786	"
Russia,	163,777	"
Total,	8,873,964	"
Decreases.		
Great Britain,	18,914,664	"
Denmark,	1,848,410	"
Canada,	701,000	"
Chila,	619,888	"
Argentine,	302,680	"
Total,	22,386,642	"

Romeo y Julieta continues to be exceedingly busy for Great Britain and Spain, while the Christmas orders from the United States have also increased perceptively of late. The Spanish mail steamer, Alfonso XIII took 350,000 cigars of Romeo y Julieta.

H. Upmann received considerable orders from the States, Canada, as well as Chile and Argentine lately, mostly all for high priced, fine sizes.

Punch is working to its full capacity, the principal calls being from the United Kingdom and from American importers of cigars.

Partagas, Por Larranaga and Eden, are working strong, while Hoyo de Monterrey is also one of our busy factories. Sol and Devesa de Murias are getting their share of orders.

Leaf Tobacco

Leslie Pantin examined around 3500 bales of leaf, within the past fortnight, partly new purchases, and partly on account of the big lot bought lately for account of one of his customers.

LaGloria Cubana, cigar and cigarette factories, owned by J. F. Rocha & Company, has purchased already 9000 bales of leaf for both factories this year, a very good showing for the short time since its establishment.

Vivian M. Myers, of the Cortez Cigar Company, purchased around 900 bales of leaf during his stay here through the conduct of Walter Sutter & Company.

Fred Davis, of El Sidelo fame, is still here busily engaged to register the heavy, verbal purchases made so far.

The Spanish Regie is reported to have secured about 6000 bales of low grades of Remedios, in the country, as well as in the local market through its Havana connection.

One local factory bought 400 bales of Partido wrappers, the total stocks of a leaf house.

Some of the principal leaf sellers were: Camejo & La Paz, 1460 bales of Vuelta Abajo; Muniz Hermanos, 1200 bales of Vuelta Abajo; Jose C. Puento & Company, 700 bales of Vuelta Abajo, Partido and Remedios; Jose F. Rocha, 664 bales of Vuelta Abajo; Selgas & Company, 658 bales of all kinds; and various others of minor quantities.

Shippers above 200 bales of leaf tobacco, from the port of Havana for the three weeks ending September 15th were: Virgilio Suarez, 1692 bales; Cuban Land and Leaf Tobacco Company, 1476 bales; Mark A. Pollack, 1172 bales; Menendez & Company, 974 bales; Jose Suarez & Company, 831 bales; Leslie Pantin, 796 bales; J. Bernheim & Son, 716 bales; General Cigar Company, 604 bales; Walter Sutter & Company, 549 bales; Manuel Suarez Company, 535 bales; Manuel Perez, 450 bales; Sobrinos de A. Gonzalez, 414 bales; Ernest Ellinger & Company, 389 bales; Maximilian Stern, 359 bales; Hijos de Diego Montero, 332 bales.

Oretaniv.

"PERA" CIGARETTES AND RESHID SADI BEY

The name of Reshid Sadi Bey, the interned Turk, friend of the notorious Turkish leaders Enver Pasha and Talaat Pasha, the sole owner of the Pera Cigarette Company, of Foley Street, London, W., to whom reference was made in the House of Commons on July 25th, appears on the letter-paper of the company thus:

Sole Proprietor:
RESHID SADI.
Nationality: Turkish.

For a reason undisclosed by the Board of Trade, says the "Daily Mail," this enemy-owned company has been placed under supervision, and has not been wound up and sold as an enemy concern.

Reshid Sadi Bey, who was once a Turkish Embassy employee and is now a wealthy man, was interned at Wakefield in 1915. He has since cherished hopes of release. Powerful influences have worked to get him out, but so far they have been met by a stern refusal from the authorities, who do not regard the friend of the rulers of Turkey as a person who ought to be free.—"Cigar and Tobacco World" (London).

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

JOSE F. ROCHA — Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 — HABANA, CUBA

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

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IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
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K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

Cork Tips **Cork Bobbins**

BOUCHER CORK & MACHINE COMPANY, Inc.

122-222 WEST 18TH STREET NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of LEAF TOBACCO

Office and Warehouse, 15 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

HEINRICH NEUBERGER
Leaf Tobacco Merchant
HAVANA, CUBA—Consulado 115
NEW YORK, No. 130 Water Street BREMEN, GERMANY

"LA SULTANA" SALES FORCE REARRANGED

Vice-President Max Kreilsheimer of the Tobacco Corporation of America announces that he has rearranged his sales force. Territory west of the Mississippi and south of Pennsylvania will be under the direction of George Kraus who will be assisted by Charles M. Naman, Joseph Herzog, H. B. Carlisle and J. H. Dobbins. Frank J. Gleichman will have charge of the territory east of the Mississippi and north of Pennsylvania, except the New England States. He will be assisted by F. A. Green, L. C. Hall, Warren G. Lewis, Frank S. Powell and Joseph Lichtenstein. M. M. Wilson will have charge of the New England States. Greater New York will be covered by David J. Keith, F. A. Herben, Benjamin Heifler and Abraham Engel. These changes are being made to bring the sales department to the highest point of efficiency.

The "La Sultana" brand has made a wonderful success in less than a year and it now has about twenty factories producing cigars. The Tobacco Corporation of America has recently taken over a four-story building at Ninety-ninth Street and Second Avenue and here will be merged the smaller factories in New York. In Allentown a building with 15,000 feet of floor space has been leased and here the smaller Pennsylvania factories will be merged. Ten other large factories will be operated in the First Internal Revenue District of Pennsylvania.

William Zeigler, Jr., president of the Tobacco Corporation of America, is taking an active part in the management of the business and he finds it necessary to make daily visits to headquarters at 6 East Thirty-ninth Street, New York City.

The distributors of "La Sultana" have become so urgent in their demands for a ten-cent cigar that the Tobacco Corporation of America has at last decided to meet these requests and so they are bringing out a new brand, "Duke of Flanders." This cigar will be manufactured in three sizes, the "Liberty" selling at three-for-a-quarter; the "Royal" selling at ten cents straight; and the "Imperiales" selling at two-for-a-quarter. The slogan of the brand will be, "A royal smoke."

The Tobacco World
Established 1881

Volume 37 October 1, 1917 No. 19

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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CUBAN OFFICE: Perseverancia, 8, Havana, Cuba.
PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

OUR ADVERTISERS

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration (see Note A),	$5.00
Search (see Note B),	1.00
Transfer,	2.00
Duplicate Certificate,	2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

3-30-4:—40,376. For cigars. June 25, 1917. Joseph Schnittke, New York City.

FLOR DE TARVIA:—40,377. For all tobacco products. September 11, 1917. George Schlegel, New York City.

NATIONAL ARMY:—40,378. For all tobacco products. September 7, 1917. American Litho. Co., New York City.

WHIZZ-BANG:—40,380. For manufactured cigarettes. September 4, 1917. M. M. Importing Co., New York City.

CIGAR KIT:—40,381. For cigar packages. August 31, 1917. American Exchange Cigar Co., New York City.

MADURER:—40,382. For cigarettes. August 28, 1917. M. D. Erdody, New York City.

CAMP BOWIE:—40,383. For all tobacco products. September 4, 1917. The Casey-Swasey Co., Fort Worth, Tex.

LIBERTY MOTOR:—40,389. For cigars, cigarettes, cheroots and tobacco. September 15. 1917. Wm. Steiner Sons & Co., New York City.

OVER THE TOP:—40,390. For all tobacco products. September 18. 1917. American Litho. Co., New York City.

DIXIE MAID:—40,391. For cigars, cigarettes and cheroots. September 14, 1917. M. J. Bacik, Newark, Ohio.

TRANSFERS

REAL STAR:—39,943 (T. M. A.). For cigars, cigarettes, cheroots, smoking and chewing tobacco, etc. Registered October 30, 1916, by Ferry Bar Cigar Co., Baltimore, Md. Transferred to City Cigar Co., Louis Schniderman, proprietor, Baltimore, Md., August 7, 1917.

TARVIA:—40,319 (T. M. A.). For all tobacco products. Registered July 25, 1917, by George Schlegel, New York City. Transferred to Manuel Fernandez, Chicago, Ill., September 14, 1917.

FLOR DE TARVIA:—40,377 (T. M. A.). For all tobacco products. Registered September 11, 1917, by George Schlegel, New York City. Transferred to Manuel Fernandez, Chicago, Ill., September 14, 1917.

CRISCO:—36,930 (U. R. B.). For cigars, cigarettes, cheroots and little cigars. Registered September 23, 1911, by Tampa Havana Cigar Co., Tampa, Fla. Transferred to Maurice Abrams, Tampa, Fla., July 22, 1915, and re-transferred to Moritz Wachs, Tampa, Fla., September 14, 1917.

CIMINO:—35,679 (U. R. B.). For cigars, cigarettes, cheroots and little cigars. Registered March 2, 1910, by J. Seiden Cigar Co., Tampa, Fla. Transferred to M. Abrams y Ca., Tampa, Fla., April 15, 1911, and re-transferred to Moritz Wachs, Tampa, Fla., September 14, 1917.

CANCELLATIONS

OHIO RECRUIT:—40,333. For all tobacco products. Registered August 1, 1917, by American Litho. Co., New York City. Cancelled September 10, 1917.

A CANDID NOTE

A Leeds firm of tobacconists with shops situate in the centre of the city have issued a notice as follows:

"Our business has been established since 1886. We have been pleasing and displeasing people ever since. We have lost money and made money. We have been 'cussed' and discussed; knocked about, talked about; lied about, held up, robbed, etc., to the end of the chapter. The only reason we are staying in business is to see what the H—— will happen."

Robert E. Lane, United States representative of the "Partagas" cigars, is now on a western trip gathering orders for the famous brand.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

For Sale.

MANUFACTURERS ATTENTION—1000 cases of sound 1911, 1912, 1914 and 1915, perfect burn, Lancaster County, Pennsylvania, tobacco for sale, in whole or in part. Address H. Rippen, Perth Amboy, N. J.

FOR SALE—IN ANY QUANTITY. Sumatra-wrapped scrap-filler cigars, $22 per M. Terms cash. Address Box 220, "Tobacco World."

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

WANTED TO BUY—Several hundred cigar molds, perfecto shapes with full heads and invincible shapes. Address Box 215, care of "Tobacco World."

HAVANA SHORTS—Pure Vuelta; fine aroma. Lopez, 353 East 78th Street, New York.

Situation Wanted.

AN EXPERIENCED SUPERINTENDENT is open for position as superintendent or foreman with some reliable house. No small house considered. P. O. Box 242, Reading, Pa.

PROMISE OF GREAT TOBACCO CROP

Washington Bureau.

Southern and southwestern visitors in Washington are unanimous in their declarations that this year's will be the greatest tobacco crop the country has ever harvested. Clifton H. Floyd, of New Albany, Ind., recently in this city, is but one of many tobacco men who have brought in these optimistic reports.

"While every branch of agricultural endeavor has been stimulated tremendously by the war and resultant activities everywhere," declared he, "it has always appeared to me that until this time the real importance of the carefully cultivated growth of tobacco has been overlooked.

"Growers in States where tobacco has been brought to its highest state of cultivation are naturally elated at the prices that they are now obtaining, the highest in years. So far as advices have been brought to the great tobacco centers—Richmond, Cincinnati and Louisville—the promise of a record crop is likely to be more than verified. Even Connecticut, which in recent years has fallen behind in the average of increased acreage, reports a splendid crop. Just now the warehouses in the Virginia and South Carolina markets are taxed for floor space.

"In Richmond last week 75,000 pounds of dark primings were sold, and for the highest prices ever realized on that market. The Kentucky and southern Ohio product is largely used in the manufacture of plug and fine-cut chewing, and the crop is of remarkably good character and abundance."

C. L. L.

All roads leading to Camp Dix, the cantonment at Wrightstown, N. J., are liberally decorated with large signboards advertising the merits of "Fatima," "Chesterfield," and "Lucky Strike" cigarettes, and "Velvet" smoking tobacco. Last Sunday, roads within several miles of the village were as crowded with automobiles as Fifth Avenue at five o'clock.

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
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REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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American Lithographic Co.
NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

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257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
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EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

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CIGAR BOX LABELS
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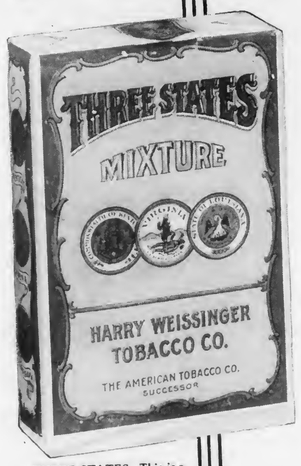
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

Introducing

The New, Handy

Tea-Lead Pocket Packages

Of Three Famous High-grade Smoking Tobaccos



THREE STATES—This is a favorite brand among smokers who insist on a High-Grade Mixture. It contains the very best grades of Kentucky Burley, Virginia and Louisiana Perique, and is made after an old formula that never fails to satisfy the demand for a blend of these fine tobaccos.

These new packings will supply a widespread existing demand among smokers of these high-grade brands for a convenient practical pocket package. We will continue to market all the other styles of packing in which these brands have been previously put up. The Tea-Lead Pocket Packages will retail as follows:

THREE STATES to retail at 20c a package
YALE . . . . to retail at 25c a package
GARRICK . . . to retail at 30c a package

These new packings will *double* your sales of high-grade tobaccos. Stock them without delay, and push them. Smokers of these brands can now *carry their tobacco about* conveniently, which means they will *smoke more* and *buy more* than formerly. Be the *first* to introduce these new Tea-Lead Pocket Packages in your community —order from your jobber today.

Guaranteed by
The American Tobacco Co.
INCORPORATED

YALE—This famous old brand is a mixture of Long Cut and Granulated Plug Cut; its unique blend of Virginia, Turkish, Havana and Perique is especially pleasing.

GARRICK—This famous brand is known all the world over and has a host of friends in America among high-grade smokers who prefer a mild "light" tobacco of top-notch quality.

VOLUME 37 NO. 20

The TOBACCO WORLD

OCTOBER 15, 1917

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STRIPPED and BOOKED
P. R. SHORTS

From only the choicest districts in PORTO RICO

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We are pleased to send samples of any grade upon request

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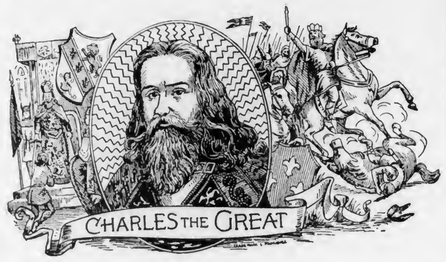

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"EL GRANDE"

The Juan F. Portuondo CIGAR MFG. CO.

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MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 5 for 10c—4 for 10c—2 for 5c and 3 or 10c., giving the Jobber and Retailer an exceptional margin of profit.

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Everywhere

Monarch Size — Conchas Size
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Quality Cigar Labels and Bands
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The Leader in all the
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CHANCELLOR
The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

Volume 37 THE TOBACCO WORLD Number 20

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 15, 1917 Foreign $3.50

How Shall the Retail Dealer Play the Game?

By HARRY A. EARNSHAW

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2. Trying to Beat the Game

IN the Patent Office at Washington they have an official whose sole duty it is to find out the business of people who call before admitting them to an audience with the busy departmental heads. Almost every day individuals of eccentric appearance, bearing under their arms or hugging tightly to their breasts packages of mysterious outlines, tiptoe stealthily into the outer office, and ask to see the Commissioner of Patents. Through long practice, the official is able to guess almost at a glance the nature of the business which brings the eccentric individuals to the Bureau. He asks a few adroit questions, then nods his head sympathetically.

"Ah, I see," he says, as the eccentric party finishes the third sentence, "you have invented a perpetual-motion machine. Very good! Yes, indeed, I understand perfectly. No doubt it would revolutionize the entire world, as you say. Now, if you'll kindly step out into the corridor, the attendant on duty at the first turn will direct you to the proper office. We have a special department, you see, for scientific discoveries of such importance."

The eccentric one smiles, asks for a match, sticks one of his fingers in his mouth and tries to light the other end of it, discovers his mistake, apologizes, picks his cigar stub out of his hat, attempts to put the cigar on his head and the hat in his mouth; again discovers his error and apologizes; turns, trips on one of his feet, grins, again apologizes; and eventually drifts out of the door with his mysterious bundle. The Patent Office official, in the meantime, has furtively touched a push-button, and a little buzzer on the ceiling in the corridor buzzes slightly. This simple apparatus is called the "nut-buzzer." By the time the individual with the package has reached the special officer on duty in the corridor, that worthy "copper" is as well acquainted with the individual approaching him as if they had been on a month's fishing trip together. The officer takes the man gently by the arm and directs him to a door at the extreme end of the corridor. He pushes a "nut-button" of his own. Another officer gets the tip, and passes the revolutionizer along. In this gentle and humanitarian manner the unfortunate creature is wafted painlessly out into the air. Should he become violent at any stage of the process, other push-buttons come into action which insure the violent one a lodging-place for the night, where, if he misses some of the comforts of home, at least his invention will not be stolen by the yeggmen who infest our national capital.

"The unknown brand may have selling quality, but the fact has not yet been demonstrated, therefore the unknown brand is more of a liability than an asset. The unknown brand cannot afford to pay a premium to produce high quality merchandise, and another premium to sell it. You can't draw water from both ends of a stream at once, without creating a desert somewhere in the channel."

The reason the man with the perpetual-motion machine cannot even get a base on balls at the Patent Office is this: the United States Government is reasonably satisfied that perpetual motion is impossible of achievement; in other words, there ain't no such animal, and they are too busy examining machines that might run, to work overtime gazing into the insides of machines that couldn't possibly run.

Notwithstanding the proven fallacy of perpetual motion in the realm of mechanics, there are still men in the realm of merchandising who are trying to lift themselves by their own suspenders. They waste part of their lives trying to get something for nothing.

Among such men are the ones who are eternally looking for a price. An "inside" four per cent. off, a short-size cigar, an attractive "deal" on unknown merchandise—will always catch them. I never knew one of these "clever" buyers whose store was not filled up with dead merchandise. Always digging traps to catch the unwary salesmen, they themselves are caught.

I know one concern, operating a cigar store and newsstand, who are typical of an unfortunately large number of dealers who are trying to beat the game.

These particular fellows have the reputation of being the sharpest buyers in the territory. They regard every salesman as an easy mark. The boys have a cute line of repartee, which you can get at any vaudeville house for a dime. No salesman who ever stepped in their store can tell them anything. The sun rises and sets just outside the city limits of their own little town. They think they know all about the whole world, and they have gathered their information mostly from the jokes in the old Hostetter's Almanacs. They are quick on the trigger, these boys; they know what is selling in every character of merchandise all over the country. That is, they think they know.

They have been going along in this Smart Alec way for fifteen years. What is the net result of their policy of trying to beat the game? Here it is. Their credit with every house in the territory handling leading brands is *nil*. They have a showcase twenty feet long, crammed so full of cigars that some of the boxes are piled two and three high. Ninety per cent. of their goods are brands that have been off the market entirely, or at least have been very slow sellers, for over five years. In a back room they have upwards of fifty thousand cigars that have been accumulating for years. Every lot represents some attempt they have made in the past to "beat the game." There are fifty-dollar cigars, bought to sell at two-for-a-quarter. There are "private brands," with beautiful labels, and the boys' own names on the boxes. There are brands that no man living ever heard of, except the lithographer and the girl in the little factory who put on the bands. There are cigars bought at a low price, there are cigars bought with an "inside" allowance, there are cigars bought that were supposed to be "just exactly the same cigar as the famous ——— brands, that sells all over the country."

There is just one kind of merchandise missing, and that is the standard, nationally known, universally sold brands—the reputable goods that are jobbed at a price which permits them to be reputable.

Then there is the dealer who tries to beat the game by charging the jobber or the manufacturer for space in the case, or a sign in the store. I am aware that in condemning a practice so common I will tread on a good many toes, nevertheless candor compels me to say that the principle of the thing is opposed to the principle of good business, and works infinitely more harm to the dealer himself than to the jobber or manufacturer who pays the bill. Such a charge is called "advertising," but the propriety of the term is open to challenge. So far as the sign inside the store is concerned, as a rule it is of necessity placed too high to be within the range of the prospective customer's vision. Even where the name of a brand can be readily seen, there are usually so many other signs that no one brand makes a definite impression on the patron. Furthermore, I think every cigar dealer will agree with me that the very best customer is the busy man—the man who comes in in a hurry and buys quickly, and goes out as soon as he has his change. The man who lingers and chats, who has time to absorb the reading matter on a cigar sign and be influenced by it, as a general rule is the very fellow who haggles to get three cigars for a quarter, or makes it necessary to open up three or four boxes so that he can carefully select one single ten-cent cigar of just the color to suit him.

There is more justification for classifying showcase display as "advertising," because in one sense, such display is an advertisement for a cigar. The vicious possibilities of the custom of charging for showcase space, however, far outweigh the arguments in favor of it. In the first place, if a cigar continues to be displayed in the majority of the stores for a considerable period of time, it is pretty good evidence that the majority of dealers find that the cigar produces business; in other words, that the cigar is something a large number of smokers like. Now, it seems is exactly the kind which a good merchant should be to me that the kind of merchandise which people like anxious to bring to their attention in the most conspicuous way. The showcase has a voice of its own. Some showcases say to the man looking down into them:

"Take a look, good sir! Here is a row of clear-Havana. The name no doubt is unfamiliar to you, but I really believe they will do you very well. This next row is a brand you also may not have heard of, but you might try it. It is mild, in appearance, at least, and possibly will please you. The proprietor sells quite a few of them—never many at a time, true, but still he has a fairly steady little business on them."

Other showcases talk to the man with the money to spend, in quite a different way. They have a positive message for him, and they deliver it in accents clear as a bell:

"Good sir, I don't know from whence you came, but if I do say it myself, you have never seen a more representative line of cigars in any case in this country. Just notice these two rows of the ———. True, I don't smoke myself, but I know you have heard of this brand, because it is sold from one end of the United States to the other. And the same is true of the row next to it. And the like might be said, in fact, of all the other rows right down the length of the case. Surely you will make no mistake on anything you buy here. These goods are of known quality, with a value as recognized and staple as that of granulated sugar. These brands have stood the fierce white light of public demand for years, and have proved true, day in and day out. Better fill your pockets, sir; if you buy a dollar's worth now, it will save you running out during the day. You can't go wrong on this stuff, you know, you can always use it."

(Continued on Page 26)

Retailers' Council of the T. M. A. Makes Strong Appeal To Trade to Raise Prices at Once

THE Retailers' Council of the Tobacco Merchants' Association has sent out the following to its members.

The Revenue Bill just passed imposes the following additional taxes on cigars, cigarettes and tobaccos amounting in the aggregate to about $60,000,000:

Cigars

(a) Cigars weighing not more than 3 lbs.,	$ .25
Cigars weighing over 3 lbs.:	
(b) Retailing at 4c. to and including 7c.,	1.00
(c) Retailing above 7c. to and including 15c.,	3.00
(d) Retailing above 15c. to and including 20c.,	5.00
(e) Retailing above 20c.,	7.00

Cigarettes

Cigarettes weighing not more than 3 lbs.,	$ .80 per M.
Cigarettes weighing over 3 lbs.,	1.20 " "

Tobacco, Snuff, Etc.

The war tax on manufactured tobacco, snuff, plug, etc., is 5 cents per lb.

Cigarette Paper and Cigarette Tubes

Booklets of cigarette paper containing more than 25 papers and not more than 50 papers, ½c.

Booklets of cigarette paper containing more than 50 papers but not more than 100 papers, 1c.

Booklets of cigarette paper containing more than 100 papers, 1c. for each 100 papers or fractional part thereof.

Cigarette tubes at the rate of 2c. for each 100 or fractional part thereof.

Retailers to Pay Half of New Taxes on Stock on Hand

Undoubtedly a great many retailers have been accumulating and hoarding stock for some time in anticipation of the increased revenue, but under the new Revenue Bill every retailer having more than 100 lbs. of tobacco or 1,000 cigars or cigarettes on hand on the day after the bill becomes a law is required, under heavy penalty, to file a sworn inventory of his stock and pay one-half of the new tax.

Thus the retailers must pay 40 cents on every thousand cigarettes, 2½ cents on every pound of tobacco and from 50 cents to $3.50 on every thousand cigars on hand or in transit.

Who Shall Pay the Additional Taxes?

Those who are familiar with the conditions of the tobacco industry know very well that the manufacturers cannot carry that additional burden, and surely the jobbing trade, carried on as it is on the smallest margin of profit, cannot possibly pay the additional taxes or even the smallest fraction thereof. As to the retail trade paying the $60,000,000 of war revenue, nothing need be said; such violent thought could not enter the mind of anyone.

The Consumer Must Pay

It is a foregone conclusion, therefore, that the consumer must pay not only the additional taxes but all other increased cost and expenses brought on by the war.

The consumer is fully aware, not only of the additional taxes imposed by the War Revenue Bill, but of the increased cost and expense of every element that goes to make up the finished article, from the tobacco leaf taken off the field to the wrapping paper or paper bag in which you hand out your cigars to the consumer. He has been paying for a long time higher prices for every commodity. He has been expecting and looking for substantial advances in the prices of tobacco products and it is now entirely up to the retail trade whether the prices shall be readjusted in accordance with existing conditions or not.

Raise Your Prices at Once and Don't Be Afraid of Your Competitors

We know that you are asking yourself: "How can I induce my customers to pay a fair price when my nearby competitor is selling the same goods much cheaper?"

Now, let us say to you, as practical retailers, that *this very same thought abides in the mind of your competing neighbor.*

He appreciates just as keenly as you do that the time has now come when both of you and all of you must arrange your selling standards so that both and all may make a living profit on every sale.

It is with a full understanding of this situation that we are addressing ourselves to every retailer in the United States big or small, just as we are addressing ourselves to you.

The chain stores, our most formidable competitors, have taken the lead in OUR LAST movement for the betterment of the retail business; they have unlocked the gates of higher prices and better and healthier trading conditions; they will do so again this

time and it remains only for us individual retailers to follow the lead in order to establish fair retail prices and to secure a living profit on everything we sell.

Let us stop unnecessary quibbling over the minor details and let us recognize only the one big fact that our biggest competitors have set and are setting the pace for fair profits, and let us readjust our prices accordingly.

A Word About the Retailers' Council

We must at the same time avail ourselves of this opportunity to express our genuine gratitude to the retail trade for the whole-hearted support that we received in our last campaign for the readjustment of retail prices. The results of that campaign were all that had been hoped for and considerably exceeded the most sanguine expectations of the trade. Our achievements in connection with that campaign furnish most satisfying proof of what a well-equipped national organization can accomplish.

The Retailers' Council, as you will see from the enclosed membership directory, is already a big national retailers' organization, but it is still in its infancy and we earnestly appeal for the support and cooperation of every retailer in the country. We enclose herein some membership applications, which we trust will be used to good advantage. Let us make the Retailers' Council of the Tobacco Merchants' Association one of the largest and strongest retail organizations in this country.

We rely upon the retailers already enrolled as members to perfect the organization of Retailers' Council of the T. M. A. in their respective localities. We would suggest that the first name on the printed list of the members in each locality act as temporary chairman and call together the members of his town and such other retailers as he may deem advisable for the purpose of perfecting permanent local organizations. In the interest of uniformity, it is advisable that each organization be styled as follows:

RETAILERS' COUNCIL OF THE T. M. A.
Denver Division.

We want to again thank you for the splendid cooperation you have rendered during the past few months; but there are even greater tasks ahead, so act promptly, that we may be prepared.

Very truly yours,

THE RETAILERS' COUNCIL OF THE T. M. A.

E. F. Ames, former editor of "The Burning Question," the house organ of the General Cigar Company, Incorporated, and connected with the advertising department of that company, is now permanently located in San Francisco where he has taken up the reins of management of the M. A. Gunst Retail Coast Stores and their publicity department.

ONLY LOCAL LETTERS TO GO AT OLD RATE

There seems to be some little misunderstanding in commercial circles as to the meaning of the words "drop letters" appearing in the recently enacted War Emergency Revenue Law, which provides that upon all mail matter of the first-class postage shall be charged at the rate of three cents per ounce or fraction thereof; and drop letters shall be mailed at the rate of two cents per ounce or fraction thereof, including delivery at letter-carrier offices.

To clear up this misunderstanding, the Post Office Department has announced the following definition: "A drop letter is one addressed for delivery from the office at which it is posted. There is no drop rate on any matter except letters."

Under the lower rate, business houses will be enabled to send correspondence and bills to their patrons when located in the same city as themselves. In the case of those doing a large intracity trade, the drop-letter rate will effect a material saving over what otherwise would have to be expended under the new first-class postage rate, which goes into effect on November 2.

The rate on postal cards, on and after November 2, will be two cents.

GAIN IN MANILA CIGAR EXPORTS CONTINUES

Herewith is a comparative statement by months showing the number of cigars and cigarettes exported to the United States during the first eight months of 1916 and 1917:

Cigars.

Month.	*1916.*	*1917.*
January	4,506,224	12,943,106
February	9,857,689	11,022,952
March	5,619,246	20,157,629
April	7,369,630	12,971,206
May	7,581,073	15,803,910
June	7,958,154	19,673,334
July 12,485,366		17,221,377
August 10,181,510		27,393,719
Total 65,558,892		137,187,233
Increase ...		71,628,341

Cigarettes.

Month.	*1916.*	*1917.*
January	255,000	201,000
February	987,750	395,000
March	340,000	807,500
April	716,250	570,500
May	500,250	249,000
June	50,000	787,500
July	925,000	890,000
August	330,250	135,000
Total	4,104,500	4,035,500
Decrease ...	67,000	

Concerning That Little Thing Called Service

By J. R. McCleskey

IN the commercial world there is a fixed rule that goods must be sold for more than they cost. For example, an article that costs 90 cents is perhaps sold for $1.00. Now, why should the man who pays $1.00 for this particular article pay 10 cents more for it than it originally cost? In other words, what does the 10 cents represent? It represents service—the service that is rendered by any firm to its customers, in either manufacturing or assembling from various sources and carrying goods in stock. Maintaining a sales organization, an accounting force and a shipping department i sall a part of this service. And for this service every firm is justly entitled to charge a reasonable percentage over the original cost of the goods, which margin is called profit, but in its last analysis profit is nothing more nor less than the amount paid for actual service rendered by a firm to its customers.

The service given to its customers by the different firms in any given line of business widely varies, and it is this difference in service, much more than any difference in goods, that accounts for the success of some business organizations as compared to the failure of other firms in the same business. The failure of a firm to win the confidence and patronage of the trade is usually due to the fact that their service does not merit it. The most important thing for a business firm to decide is whether it will appeal to the trade by offering and giving efficient service and make reasonable prices to correspond to this service, or whether it will offer the trade "Cheap" prices and render correspondingly "Cheap" and inefficient service, which means unsatisfactory service. Mr. Herbert H. Bigelow, one of America's successful business men, has the following to say on this subject:

A man cannot be both the fat man and the lean man in the side show at the same time and be a success as either one, for people do not pay their money to see the man half way between.

Continuing, Mr. Bigelow says: "To rise above the multitude in the business world, a concern must offer either the best service (the fat man), or the lowest prices (the lean man). Both the best service and the lowest price are not necessary to success; nor is this combination even possible. Center your attention on making the service which you sell the best you know how, and let the price follow. The world is full of business concerns that have no real conception of their objective point, but try alternately to be both the best and the cheapest. They get nowhere and end up a business career at about where they started."

It is a self-evident proposition that no firm can maintain at the same time the best service and the lowest prices. And it is equally true that people who buy goods of any sort cannot and do not expect to find the best goods and best service for the lowest prices. Whether it be a merchant buying from a producer, or an individual buying from a retailer, he must decide whether he will be satisfied with inferior quality and the poor service that must necessarily be found where he finds "Cheap" prices, or whether he is willing to pay the trifle more that is necessary to get the best quality and the best service. The late Elbert Hubbard is credited with the following pointed paragraph:

"Quality pays and is the only thing that does pay. Do not expect to beat the price cutter at his own game. You cannot maintain a high standard and a low standard in one shop."

The vital lesson for every salesman to learn in this connection is that centuries of business experience has shown beyond all doubt that those firms who have adopted and consistently followed the policy of *good goods and good service at fair prices* have won permanent success in the world of merchandising, while firms depending on the "cut throat" policy, and giving corresponding value in unsatisfactory goods and poor service, have in ninety-nine cases out of a hundred made a failure.

Now, since it is a fact that a firm offering good goods and good service at fair prices succeeds, while the firm depending on "Cheap" prices and "Cheap" service fails, it is more than evident then, that a salesman's success as an individual depends largely, in fact, almost entirely, on the character of the firm he is selling goods for; and therefore, a salesman with the desire to succeed cannot be too careful in satisfying himself as to the character of the house he represents.

A salesman has as much right to expect good goods, good service and fair methods from the firm he works for as the firm has to expect efficient and honest service from the salesman.

The salesman representing a firm that honestly maintains a high standard of goods and service should thoroughly understand that he need not have any fear of any so-called competitor who resorts to "Cheap" prices to get business. The price-cutter is not a competitor, and if you are representing a high standard firm, just remember what Elbert Hubbard said—

"Do not expect to beat the price cutter at his own game."

A salesman sells both goods and service, and the service is just as much a part of the value given to your customer for the price he pays as the goods, and it should always be the aim of both the house and its salesmen to give the customer a fair exchange of value for the price paid, and when a customer asks you to meet cut-throat prices and still give your high standard of service and goods, just remind him that—

"A man cannot be both the fat man and the lean man in the side show at the same time and be a success as either one."

JOHN R. YOUNG DEAD

John R. Young, one of the most prominent members of the leaf tobacco trade in this city and widely known among the cigar manufacturers of the East, died on Thursday last at his residence, 4536 North Broad Street. He was suddenly stricken with a heart attack and death came within a few minutes.

Mr. Young was born in Philadelphia sixty-four years ago, and for more than fifty years has been identified with the leaf tobacco business. He formed a partnership with George W. Newman, and for many years the firm of Young & Newman was in business at 211 North Third Street.

About ten years ago this partnership was dissolved, and the firm of John R. Young & Son, consisting of Mr. Young and John R. Young, Jr., was formed. Since that time they have been located at 305 North Third Street.

Mr. Young was prominently identified with several of the tobacco leaf organizations, and was always a leader in any movement for the betterment of conditions in the trade. He was a former trustee of the Temple University and Samaritan Hospital.

Mrs. Young and John R. Young, Jr., survive.

DR. MARCUS JOINS "44" ORGANIZATION

Industrial sanitation, the conservation of the health of employes and the scientific examination of tobacco will constitute some of the duties to which Dr. Joseph H. Marcus will devote his attention in his connection with the organization of the "44" Cigar Company.

Dr. Marcus joins the "44" Cigar Company with a successful record of many successes. He has practiced medicine in Atlantic City where he had a large clientele, he is a member of the County and State Medical Societies of New Jersey, is attending physician to the Jewish Seaside Home, located in Atlantic City, and besides has contributed a number of original articles to various medical journals.

Dr. Marcus is a son-in-law of B. Lipschutz, president of the "44" Cigar Company.

New Features of War Tax

MANY new features of taxation are provided for in the War Revenue Act of October 4, 1917. The Bureau of Internal Revenue, which has followed the bill through its various stages of construction and enactment, has examined the law, and although there are points that must be made the subject of careful study and legal interpretation, the Bureau is able to give a general idea of the effect of the law, and to furnish valuable information as to the manner in which it will be administered and what every citizen must do to comply with its requirements.

The new law affects all individuals receiving incomes of more than one thousand dollars a year; all corporations, joint stock companies and associations; all distillers, rectifiers, wholesalers and retailers, holders of distilled spirits intended for sale or to be used for manufacturing purposes; and all dealers in fermented liquors or malt liquors, wines, cordials, liqueurs, domestic and imported; all dealers in soft drinks, table waters and carbonic acid gas; all manufacturers of and dealers in cigars, cigarettes, tobacco, snuff and cigarette papers; all carriers of freight, express or passengers; and operators of pipe lines; all dealers in life, marine, inland, fire and casualty insurance; all manufacturers and wholesale dealers in motor vehicles of every kind, music instruments, motion picture films, jewelry, boats, sporting goods, perfumes, cosmetics, medicinal preparations, chewing gum, cameras; all proprietors of amusement places, including cabarets; all persons executing legal documents of any type; all traders on produce or stock exchanges and boards of trade; all importers of merchandise; and all manufacturers or importers of playing cards.

In addition to original and additional taxes that will apply to articles or commodities manufactured, imported or produced on and after October 4, 1917, the law provides for a "Floor Tax" on certain articles. This is a tax upon articles or commodities held in stock or in storage by manufacturers, dealers and holders. The floor tax is in the nature of an additional tax on tax-paid articles or commodities, and is an original tax upon articles or commodities that have not heretofore been subject to the Internal Revenue tax.

In some instances, the floor taxes are at different rates than the rates prescribed for the same kind of articles manufactured or produced on and after October 4, 1917.

The law makes it the duty of every person, firm or corporation whose possessions or incomes are taxable to make true and correct returns upon which the tax may be assessed and collected. This information is of vital importance to every citizen because, notwithstanding that the Bureau of Internal Revenue is

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Christmas Packages for the Boys in France Offer Big Trade Opportunity to Aggressive Retailers

POSTERS are everywhere beginning to make their appearance in the cigar stores advising the public to get busy and mail their Christmas packages to the boys abroad early and in this way the merchants are advancing the shopping period.

The Post Office Department, recognizing the unusual significance of the coming Christmastide to the military, naval and civilian forces abroad, who will undoubtedly be the recipients of numerous gifts from friends and relatives at home, with the co-operation of other Governmental departments interested in the welfare of the men abroad, has made special arrangements to effect timely delivery of all Christmas parcels addressed to the American Expeditionary Forces overseas.

The retailers of the country are requested to do their part in helping the postal authorities in their efforts to make proper deliveries, and all patrons of the parcel-post service are requested to faithfully comply with the simple postal requirements here outlined. Without the hearty co-operation of mailers, it is pointed out, this extraordinary service can not be adequately performed.

Owing to the unusual distance this mail must be transported, the handling and the storage it must undergo, it is absolutely necessary that all parcels be covered with wrappers of sufficient strength not only to resist pressure of other mail contained in the sacks in which it will be inclosed, but to withstand the weight of other sacks of mail, which in the long transit may be piled thereon. Furthermore, owing to the fact that the contents of each parcel must be scrutinized before leaving the United States, to obviate delay, due to censorship, the covering thereof should be so secured as to admit of ready inspection of the contents of the parcel.

Many combination packages will probably be made up containing miscellaneous articles. The contents of such packages should be tightly bound in order that the several articles may not be loosened in transit, damaging the parcel itself or causing damage to the coverings of the parcel. Soldiers' Christmas boxes should be inclosed in substantial containers. Cigars and tobacco in simplest mercantile form may be inclosed with parcels without affecting the parcel-post classification of such packages.

Parcels must be fully, correctly and legibly addressed and conspicuously marked *Christmas Mail*. The addressee's company, regiment or other organization, followed by the words "American Expeditionary Forces" should appear in the address. In the upper left-hand corner the name and address of the sender must be placed. The superscripture should be written in ink. In case a tag is used, the name and address of the sender and addressee should also be written on the wrapper of the parcel for use, should the tag become detached.

Tips for Soldiers' X-mas Mail

1. MAILS TO REACH SOLDIERS IN FRANCE BY CHRISTMAS MORNING MUST BE POSTED NOT LATER THAN NOVEMBER 15.

2. EVERY PACKAGE MUST BEAR CONSPICUOUSLY THE WORDS "CHRISTMAS MAIL," the complete address of the person for whom it is intended, and in the upper left-hand corner the name and address of the sender.

3. EVERY PACKAGE MUST BE WRAPPED TO ADMIT OF EASY INSPECTION BY POSTMASTER AND CENSORS.

4. Use strong wrappers and containers of sufficient strength to resist pressure of other mail.

5. Cigars, cigarettes, etc., in simplest mercantile form may be enclosed in Christmas boxes without affecting parcel post classification.

6. ALL PARCELS MUST BE PREPAID AT EIGHTH ZONE RATE OF POSTAGE, TWELVE CENTS FOR EACH POUND OR FRACTION OF A POUND.

7. Pasters or stickers which resemble stamps are not permissible on the outside of any mail matter.

8. PACKAGES WILL BE UNMAILABLE, AND HELD FOR POSTAGE OR RETURNED, IF SEALED WITH CHRISTMAS STICKERS OR RED CROSS STAMPS.

9. A Christmas greeting may be written on the cover, if it does not interfere with the address.

10. IF IN DOUBT, CONSULT THE POSTMASTER.

All parcels must be fully prepaid by stamps affixed, at the eighth-zone rate of postage, of twelve cents for each pound or fraction of a pound. All

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EDITORIAL CHAT AND COMMENT

IT is said that once to every man comes the Great Opportunity of his lifetime. But only those who have prepared for that moment and who are strengthened by the courage of their convictions are ever able to avail themselves of it when it does come.

The Great Opportunity of the retail tobacco trade is at hand. In this readjustment of prices which must follow the exacting of the War Tax, together with the greater costs of material and production under which the manufacturer has labored for some months, the dealers of the country must courageously put their backs against the wall and fight for a fair profit on their goods, or else withdraw from the field. There is no middle ground today.

We say the dealers will have to fight, figuratively, but the mere marking up of a penny or a nickel or a dime, does not mean that the smoker is going to pay that additional penny, nickel or dime willingly. He is going to fight just as hard for his pocketbook as you are for your living.

It has often been said that the tobacco trade is the last to feel the effects of a depression and the first to recover from it. This holds true of conditions today, for although everything else under the sun, including *water*, has been raised in price, cigars and tobacco products have stood still, practically.

Right now is when the retail tobacco dealers of the country are going to decide whether they will be satisfied to work for an existence, or to work for a fair profit. There can be no dilly-dallying about an increase in the retail prices—the Government and the manufacturers are answering that question for the dealers. The thing to be considered is how much to raise prices.

The consumer is not going to rush madly into your store and hand you an extra cent or two cents for a product in any case. Since you will have to establish your right to the increase, make that increase sufficient to yield a profit.

A VERY indignant retailer called us on the telephone the other morning and asked what the war tax amounted to on ten-cent cigars. We told him $3 a thousand but that for thirty days following the signing of the War Tax Bill the tax would be only $1.50 a thousand.

"Well," said he, "that is just what I understood but there is a crook of a cigar salesman here trying to tell me that the tax until November 2nd is $2 a thousand."

The conversation waxed warm and the salesman evidently continued to stick to his point that the tax was $2 a thousand.

The fact of the matter was that the manufacturer had been holding off a raise in the price of his goods until the war tax was definitely decided. He is now adding fifty cents this month and an additional fifty cents next month, making an increase, over the tax, of $1 a thousand.

Many manufacturers throughout the country will do this very same thing and dealers must be prepared for an additional increase in the cost of their cigars over and above the amount of the tax. Practically every cigar manufacturing firm will issue new price lists and these lists will include an additional increase besides the amount of the tax.

When these prices become effective the dealer will realize, if he has not before, that he must get more money for his goods.

THE wise retailer can bring many additional shekels into his shop in the coming months if he makes an effort to supply the certain demand for combination packages of cigars, cigarettes and tobacco to be sent to the soldiers in France, and to the boys still in this country in different encampments and cantonments.

We were talking the other day to an officer at Camp Dix, and he remarked that the chief shortage among the soldiers was "smokes." "If the folks at home knew," he said, "how much more cheerful the boys are when they have their 'smokes' handy, they would see that they are well supplied."

When we consider that there are no less than half a million men training in the different cantonments, and that about eighty-five per cent. of them smoke, it does not take much thinking to see the field for combination packages *if the fact is presented to those remaining at home.*

These combination packages can be sent to any individual anywhere, a fact which is not true of the kits being put up by several of the large tobacco companies for soldiers in France, and for which reason no duty or tax is paid on them.

"LET 'ER RAIN!"

PROTECT YOUR PROFITS

Stock Manila Cigars. It Pays!

Manila Cigars offer the American Dealer an opportunity to derive a fair profit from the business. Excellent sizes that may be sold for a nickel straight are coming in large quantities from Manila to supply the demand for a standard five cent cigar. The jobbers' prices for these goods are considerably lower than for hand-made, domestic cigars of the same class.

There is also a growing demand for the higher grades of Manila, three-for-a-quarter, ten straight and two-for-a-quarter sizes. The Philippine government guarantees Manila cigars for export to be of prime tobacco, hand-made, and that the rigid laws governing factories in the Philippines have been complied with in every particular. Look for the guarantee stamp on every box.

THERE IS PROFIT IN MANILAS

Complete list of Manila factories and their U. S. distributers on application

MANILA AD. AGENCY - 546 W. 124th Street, N. Y.

Problems of Profits

By Gordon W. Kingsbury

How to Figure Turnovers

THE number of times a year the stock of a business is turning can be figured by dividing the year's sales (figured at the cost of the goods) by the average value of the stock on hand during the year.

The cost value of goods sold last year in a certain store amounted to $50,000. The stock records showed that an average of $10,000 worth of goods was carried. Of course, there was more than this amount on hand at some times, and less at others, but the *average* for the year—the only safe basis for figuring turnovers—was $10,000. This goes into $50,000 five times—or this business succeeded in making five complete turnovers.

$$\frac{\text{Sales (at cost), } \$50{,}000}{\text{Stock (at cost), } \$10{,}000} = 5 \text{ Turnovers}$$

There is another way of figuring turnovers that in many cases is equally satisfactory. That is, to take the total sales, at selling price, and divide by the retail value of the stock.

$$\frac{\text{Sales (at selling price), } \$75{,}000}{\text{Stock (at selling price), } \$15{,}000} = 5 \text{ Turnovers}$$

A very natural mistake can be made—has been made in some cases—where a merchant takes his total sales at retail and his stock at cost and attempts to find the number of times his capital has turned. See what happens.

$$\frac{\text{Sales (at retail), } \$75{,}000}{\text{Stock (at cost), } \$10{,}000} = 7\tfrac{1}{2} \text{ Turnovers}$$

The result of this mixed figuring is to show 2½ more turns than were actually made and naturally figures gotten in this way are worse than useless—they are dangerous, because they are likely to lull a business man into false security.

The number of "turns" made in a year's time is different in every business—in every store.

Merchants who have kept track of sales and stock in the various departments of their stores have found that no two lines will turn the same number of times.

Figures recently given out by a large Middle Western Store showed a variation of from 1½ to 14½ turnovers in different departments. The average for the whole business was a trifle over five complete stock turns.

A few years ago the idea of classifying the accounts of an ordinary business by departments was almost unheard of. Such a refinement of bookkeeping was thought unnecessary in any but the largest concerns. But with the last few years has come a realization of the importance of knowing not only how the business as a whole stands, but exactly what each important part of it is doing.

In other words, even the proprietor of the smallest retail store is coming to look on his stock as being grouped into a number of departments; and, if he is wise, he keeps separate records of the sales and the stock carried in these departments. He charges a share of his expense against each department and figures what profit it is paying him.

Where such records are kept, it is an easy matter to find the turnover in each line.

Even though the whole stock may be moving at a satisfactory rate, it is by no means uncommon for one or two lines to be far below the average. Other lines—the fast moving, profitable ones—must bear the load of this "dead" stock.

Naturally, once you know just which lines are moving as they should and which are not, you can get behind the stagnant stock and stir it into activity. Some goods which prove hopeless may have to be sacrificed and dropped. It takes courage to do this, but it is cheaper by far than to load up your shelves with it while depreciation and overhead eat up the investment.

The grocer should figure on turning his stock ten times a year, according to figures collected by "System" in an investigation among several hundred retail stores.

The average department store makes seven annual turns; the variety store, six; the druggist, four and one-half; the dry-goods man, four; the hardware dealer, three and one-half; the furniture store, three; the shoe dealer, two and one-tenth; the clothing merchant, two, and the jeweler; one and one-half.

These figures represent the average for stores all over the country. They are interesting as a basis of comparison with your own turnover figures, but they do not and are not intended to represent conditions in any one store. The averages show turnovers in the drug business to average four and one-half, yet many progressive druggists are making as high as eighteen or twenty turns a year.

Classify your sales, costs, stock and turnovers by lines—then use this information to speed up the slow-selling goods and to cash in on the paying lines. Aim to keep your stock clean, attractive and new. Buy only in quantities you know you can sell. Establishing stock limits that are only high enough to take care of the demand prevents overbuying, keeps down capital investment and removes the inclination to indulge in too many so-called "snaps."

Above all, keep before yourself the four "golden rules" of turnovers:

1. Locate the fast-moving lines.
2. Weed out the unprofitable lines.
3. Establish definite stock limits.
4. Concentrate buying among a few concerns, preventing duplication of orders, cutting down bookkeeping and insuring better co-operation and less danger of over-stocking.—Courtesy *Modern Merchant and Grocery World.*

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of

SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

An Open Letter to the Cigar Retailers of the United States from the General Cigar Co., Inc.

IN every line of mercantile endeavor and in every sphere of commercial life, increased prices have obtained, and the slogan of the men who were engaged in producing a great number of commodities has been "the war is responsible."

In fact, this slogan has become a veritable war cry.

These advances have been marked by various methods of approach to the consuming public, by the manufacturing interests. Some have made this approach in a spirit of apology—some have adopted a "public be d—d" attitude of defiance —while still others have endeavored to present sound reasons for the advances in the prices of their product.

The question of rising costs in the cigar business is one with which every man in the line is more or less familiar.

The question of how to meet these rising costs is a problem that we have endeavored to solve, from the angle of adjusting these advances in a manner that will allow for a legitimate profit for the manufacturer, jobber and dealer.

We realize that the very foundation of our success is based upon Quality, and so we have pinned our entire resources, manufacturing energies, purchasing power and sales effort to the faith that Quality is our best and lasting insurance, now and for the future, and so we shoulder the greater part of the burden of the increased costs rather than lower the standard of our brands.

Due to the ability of our manufacturing department, our 5c. line of cigars will remain at $37.50 list, including the war tax, at present.

In our Havana filled, Sumatra wrapped line, owing to the fact that the demand for our cigars of this type has increased to such an extent that we were compelled to make large purchases of Havana tobacco at prevailing abnormal prices, as well as meeting recent increased labor demands, we are no longer in a position to offer sizes at the same prices that have heretofore obtained.

We realize the fact that this market is essentially a 10c. market, and with that idea foremost in our minds, have produced sizes that we know will measure up to a full, legitimate standard of value.

The new 10c. line will be the backbone of our Burns, Moore and Barrett business, and it is our belief that the enthusiasm we have evinced for the efforts of our manufacturing department, will be shared by all.

Our advertising plans will undergo no change.

We have determined to go ahead on the same lines that have hitherto characterized our policy of publicity, realizing that this is the most economical means of acquainting the consumer with the goodness of our brands.

Our attitude toward the trade and the consumer is one of absolute fairness to all concerned.

We are not shifting any blame on any set of circumstances nor are we apologizing for conditions that have forced these revisions of cigar sizes and prices.

We are not evading any of the responsibilities for which we as manufacturers are answerable to the trade.

We are not pussyfooting on this vital and important situation, but are facing it boldly, knowing that the course we have elected to pursue is for the greatest good to the greatest number.

We are not passing the buck, but are carrying far more than our share of the load than we, as equal partners of the distributor and the dealer, should bear.

We are not making capital of the abnormal conditions that surround the cigar business today, but are giving our customers the full benefit of every advantage which we, as the largest manufacturers in this country, have been able to obtain.

War profits have no place in our scheme of things, and the changes that have come to exist in our business have been actuated by circumstances over which we, or no other manufacturers, have any control.

Though today we have set aside many of the old traditions that have existed in the cigar business—though we have departed from many of the age worn standards and antique methods that have been traditions in cigar merchandising, we never have nor will ever consider the advisability of sacrificing quality and dependability on the altar of immediate profits to meet a temporary condition.

To the goodness of our brands and the soundness of our policy we are pinning our entire faith and this faith should be shared by every man who plays a part in the marketing and selling of our product.

General Cigar Co., Inc.
119 West 40th Street, New York

HAVANA LETTER

Havana Office: Perseverancia 8
Carlos Wintzer, Representative

Havana, October 8, 1917.

THE reaction in our market began in the last week of September when it became known that some commission merchants and several of our American and Spanish export firms had made contracts to receive about 15,000 bales of Remedios, first and second capaduras. Part of these were to be delivered at once from the stocks on hand, and the rest to be delivered as the leaf should arrive weekly from the country, all subject to examination. These purchases do not appear yet in the amount of sales published by us for the second fortnight of September as they had not been delivered in that period. Prices ranged from $70 to $75, for the firsts, and from $60 to $65, for the seconds. Our commission merchants bought upon orders from their customers while the American and Spanish exporters had to purchase sufficiently in order to be able to provide later on for the needs of their regular customers. This was necessary as they had made no escogidas in the Santa Clara province this year (as they are usually in the habit of doing), or only to a small extent, owing to the exorbitant high prices which they would be forced to pay to the vegueros.

As the above 15,000 bales constitute about one-half of the available supply for the American manufacturers this year, the outlook is very favorable for our leaf dealers, as in all probability still higher prices may have to be paid by the late comers in our market. And even with a greatly reduced demand for these grades the supply may not be sufficient to cover the needs of the American cigar manufacturers.

As far as Vuelta Abajo is concerned, the disastrous hurricane in a good part of the Vuelta Abajo, Semi Vuelta, and to a lesser extent in the Partido tobacco growing districts, has destroyed not alone the seedbeds but what is more serious still devastated an immense number of the curing and drying sheds. As the latter may not all be rebuilt again it looks very doubtful that we can count upon as large a crop in 1918 as in 1917 even if we should have a seasonable temperature from now on. The loss of the seedlings is the least damage done as it is still early in the season and at most it would mean a delay of about six weeks, although some seedlings might be had from other parts of the Vuelta Abajo which were not touched by the hurricane of the 25th ulto., or from the Remedios section which likewise has not suffered at all.

One large tobacco planter told us however, that he will not rebuild his barns, as he spent in 1911 $8,000, on them, and had taken all precautions to make them as secure as possible, by anchoring them in the ground with iron clamps. Nevertheless the force of the storm was so irressistible that only kindling wood remained where the barns had stood. If many others should have the same ideas and not plant tobacco this season, the crop must necessarily be smaller. The raising of sugar cane may therefore extend more than ever in the Vuelta Abajo, as there is less risk and with the prevailing good prices there is a safer margin for a profit. The raising of a tobacco crop is more in the nature of a gamble as all depends upon the atmospheric conditions whether there is a drought or too much rain, and to say nothing of our periodical hurricanes in the bargain.

Our leaf dealers naturally have advanced their pretentions on their stock of Vuelta Abajo and Semi Vuelta, some are asking as much as $10 per bale additionally on the already high prices but of course it remains to be seen whether the buyers are anxious enough to concede these exorbitant figures in the future. We understand that there are enough resagos of Partido for sale, therefore prices on these grades may not advance. Colas of Vuelta Abajo however cannot be bought for less than $28 per qq., and for one extra choice lot the holder has refused an offer of $30 per qq.

Sales during the past two weeks totaled 17,800 bales, or which consisted of: Vuelta Abajo and Semi Vuelta, 6959; Partido, 2053; and Remedios, 8788 bales.

Buyers were: Americans, 10,654; Canadians, 442; exporters to Europe (mostly Spain), 2355; shippers to South America, 538, and our local manufacturers of cigars and cigarettes, 3811 bales.

Receipts of Leaf Tobacco From the Country

For two weeks up to Sept. 20, 1917.		Since Jan. 1, 1917.
Vuelta Abajo,	19,006 bales	117,793 bales
Semi Vuelta,	1,183 "	7,979 "
Partido,	5,416 "	25,779 "
Remedios,	18,209 "	85,193 "
Totals,	43,814 "	236,744 "

Exports of leaf tobacco from the port of Havana for two weeks ending September 29, 1917, only amounted to 6557 bales, and which were distributed to the following countries, viz., To all ports of the United States, 5637; to Canada, 565; to Great Britain, 20; to the Argentine Republic, 106; to Uruguay, 178; and to Chile, 51 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals: From New York—Maximilian Stern, general manager of the Henry Clay and Bock & Company, as well the president of the Cuban Land and Leaf Tobacco Company; Emilio Suarez, of Emilio Suarez; and Joseph Mendelsohn, of Mendelsohn, Bornemann & Company.

From Tampa—Jose Escalante, of Jose Escalante & Company; Higinio Diaz, foreman of the Preferred Havana Tobacco Company's factories; Bernabe Diaz, foreman of F. Lozano, Son & Company; and Jose Sierra Corral, of Corral, Wodiska & Company.

From Boston—Walter A. Kaffenburgh, of I. Kaffenburgh & Sons.

From Chicago—Ben Rothschild, of Rothschild, Sons & Company; and Julius Fernbach, of Julius Fernbach & Company.

From Philadelphia—Evaristo A. Calves, of E. A. Calves & Company.

From Hamilton, Ontario, Canada—M. T. Irving, W. Ambrose and A. F. Presnail, of the Tuckett Cigar Company; and William Presnail, of the Harper-Presnail Cigar Company.

Leaf Tobacco

Antero Prieto, senior partner of Sobrinos de A. Gonzalez, returned from his short trip to the United States.

Samuel I. Davis & Company purchased around 3500 bales of leaf, through their partner, Fred Davis, with the assistance of Ernest Ellinger & Company. Fred Davis left again for the States, well satisfied with his purchases for El Sidelo factory of Tampa.

Charles M. Wintzer, Jr., returned from the United States, and is in harness again for Leslie Pantin.

Leslie Pantin registered 3097 bales of leaf, on account of his recent and new purchases, for account of his customers, in the last two weeks.

Ladislao Menendez, senior partner of Menendez & Company, came back from his vacation in the North.

The Cuban Land and Leaf Tobacco Company purchased 2629 bales of tobacco, lately, for distribution to their factories.

Mark A. Pollack and family returned from his three weeks' trip to the United States, having closed deals, for account of his customers, amounting to 7006 bales of leaf, and which approximately will amount to $650,000. Good business in three weeks!

Jose Suarez & Company bought 1365 bales of tobacco, for account of their customers lately.

Joseph Mendelsohn, the president of the Manuel Suarez Company is on deck again, while his son, Harry Mendelsohn, left with his family, on a vacation for Chicago and New York.

E. H. Gato Cigar Company purchased 1219 bales of leaf, during the last two weeks, and E. H. Gato, Sr., returned from his stay North, in the best of health.

Ernest Ellinger & Company sold all of their fine "La Salud" packing, excepting a few of the top-wrapper bales.

Help Speed Up American Industry

with the

Universal Stripping & Booking Machine

IT relieves the scarcity of labor by doubling the output of each stripper.

¶ It saves waste because it strips clean, cutting the stem out, and without waste from butt to tip of leaf.

¶ It increases production, speeds up operation and guarantees a better product.

¶ The value of the Universal Tobacco Machine is attested by over 750 manufacturers using from 250 down to 1 Universal machine.

¶ Get a demonstration in your own factory with your own tobacco and under your own supervision.

Catalog and Prices on Request

Universal Tobacco Machine Co.
79 FIFTH AVENUE, NEW YORK
FACTORY:
98 to 104 MURRAY STREET, NEWARK, NEW JERSEY

The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," "Railroad Man's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums — all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements — the Peace Pipe of the Indian — the Hooka of the Turk — the old Church Warden of the Pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W. D. C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes — feature the Wellington in your counter displays — cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes — the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WM. DEMUTH & CO., New York

Juan Diaz, one of the junior partners of B. Diaz & Company, will be married toward the end of November, in New York, to the daughter of his partner, Bruno Diaz, Sr. He is anxious to close out the holdings of leaf of B. Diaz & Company at reasonable prices. B. Diaz & Company sold 2030 bales of Vuelta Abajo, Partido and Remedios leaf in the last two weeks.

The Punch factory has purchased around 2000 bales of Vuelta Abajo in the month of September, direct from the vegueros in the country, and part in town.

Sellers of importance were: Manuel A. Suarez & Company, 1538 bales of Vuelta Abajo and Remedios; Selgas & Company, 946; Muniz Hermanos, 800; Camejo & La Paz, 758; Jose C. Puente & Company, 633; Miguel Gutierrez & Hijo, 297 bales, and others.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the last two weeks, ending September 29th, were: Virgilio Suarez, 1251 bales; Leslie Pantin, 616 bales; Menendez & Company, 449 bales; Hijos de Diego Montero, 420 bales; Jose Suarez & Company, 400 bales; Rodriguez, Mendez & Company, 393 bales; Ernest Ellinger & Company, 390 bales; Walter Sutter & Company, 381 bales; Cuban Land and Leaf Tobacco Company, 384 bales; Vicente Barba, 336 bales; General Cigar Company, 280 bales.

Oretaniv.

LARGE CIGARS CONTINUE TO GAIN

The following comparative data of tax-paid products, as indicated by monthly sales of various stamps and receipts from certain sources of revenue, is obtained from the statement of internal revenue collections for the month of August, 1917:

Products.	*August, 1916.*	*August, 1917.*
Cigars (large), No.	667,277,143	668,341,863
Cigars (small), No.	74,339,213	66,974,706
Cigarettes (large), No. ...	1,983,128	2,066,275
Cigarettes (small), No. ...	2,707,621,872	3,269,342,776
Snuff, manufactured, Lbs..	2,604,658	2,702,416
Tobacco, chewing and smoking, Lbs.	39,811,837	39,596,384
Playing cards, Packs	2,987,510	2,117,032

NOTE.—Porto Rican imports for August, 1917, included in above statement were as follows: 19,935,950 large cigars, 80,000 large cigarettes, and 800,280 small cigarettes.

Philippine imports for July, 1917 (not heretofore reported) were as follows: 19,755,803 large cigars, and 347,760 small cigarettes.

Garcia, Pando & Company and M. J. Lopez & Company have consolidated. The old brands of both concerns will continue to be manufactured, but they will all be made at the M. J. Lopez & Company factory.

Nathan Schloss, one of the founders of the house of Rothenberg & Schloss, one of the largest wholesale cigar concerns in the United States, died on October 5th, at his home in Kansas City, Mo.

X-mas Packages for "Sammees"

(*Continued from Page 11*)

patrons of the parcel-post service are cautioned against placing Red Cross stamps or stickers, other than postage stamps, on the address side of mail matter, as such matter is therefore rendered unmailable. In the use of Christmas stickers care should be taken not to seal the packages therewith, as sealed parcels are unmailable at the fourth-class rate of postage, which necessitates their being returned or held for postage, thus causing delay and possible disappointment. Pasters or stickers which resemble postage stamps are not permissible on the outside of any mail matter.

In addition to the name and address of the sender, which is required, it is permissible to write or print on the covering of a parcel of fourth-class matter, or on a tag or label attached thereto, the occupation of the sender, and to indicate in a small space by means of marks, letters, numbers, names, or other brief description, the character of the parcel, but ample space must be left for the full address and for the necessary postage stamps. Inscriptions such as "Merry Christmas," "Please Do Not Open Until Christmas," "Happy New Year," "With Best Wishes," and the like, may be placed on the covering of the parcels in such manner as not to interfere with the address, or on a card inclosed therewith.

Owing to the great demand on transportation space, patrons are urgently requested to make their packages as small as possible—preferably not to exceed ten pounds in weight—as smaller packages will have to be given preference in shipment, in order to accommodate the greatest number of persons.

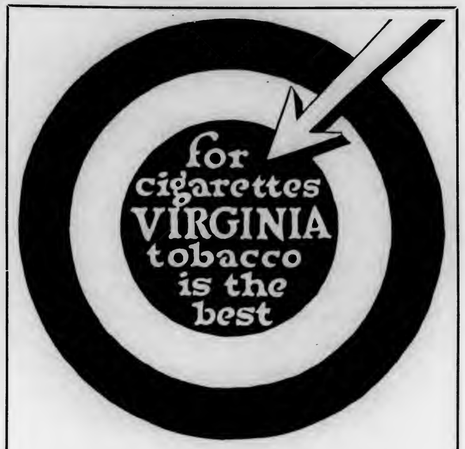
Additional information concerning the preparation and mailing of parcels may be obtained from local postmasters who should be consulted when patrons are in doubt.

Arrangements have been made to have this delivery of Christmas packages effected on Christmas morning. Without the fullest co-operation on the part of the public this cannot be done. The Department urgently requests that all persons having Christmas mail for the soldiers and sailors, and the civilians abroad, attached to the army in Europe, observe closely the following directions:

1. Mails to reach the soldiers in France by Christmas morning should be posted not later than November 15th.

2. Every package must bear conspicuously the words "Christmas Mail," the complete address of the person for whom it is intended, and, in the upper left-hand corner, the name and address of the sender.

3. Every parcel must be so packed and wrapped as to admit of easy inspection by the postmaster. No parcel will be dispatched to France which has not the postmaster's certification that it contains no prohibited articles.



Cigarette tobacco was born in Virginia. All the mellow charm of Dixie's sunshine is in it. That's why

VIRGINIA TOBACCO

—and no other—has that "snap" and "sparkle" to its taste that makes a cigarette a cigarette.

Liggett & Myers Tobacco Co.

THE VIRGINIA Cigarette

Piedmont

NOTE: 300 million pounds of Virginia tobacco were made into cigarettes last year, as against only 62 million pounds of foreign tobacco. *And Piedmont is the biggest-selling Virginia cigarette in the world.*

5c and 10c a package

One of a Series of Piedmont Newspaper Advertisements.

BOLD CONFIDENCE

We created our business with the confidence that we knew what was necessary in good cigar building.

In the beginning, as now, quality has been our standard and the popularity of **BOLD** cigars is our reward.

BOLD confidence and **BOLD** quality—the cardinal points in our business—made **BOLD** the cigar.

"Above All"

BOBROW BROS.

PHILADELPHIA

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GEORGE W. HILL, New York	Vice-President
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New York Offices, 5 Beekman Street

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
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MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin.

Lancaster Tobacco Market

Lancaster, October 10, 1917.

SAFELY housed and curing nicely, the 1917 tobacco crop of Lancaster County, estimated at 25,000 acres, will be a banner one from present indications. The present climatic conditions are such, that a too rapid cure is very unlikely. Great precaution is being taken to allow plenty of moisture to permeate the sheds, thus assuring a slow cure of the leaves passing from the green to the yellow stage.

But little buying of the immense new crop has yet been reported, grower and packer being unable to come to terms. If the growers who are holding out for exorbitant prices persist in their reluctance to sell, a repetition of conditions several years ago may result, that is after holding off for months in an endeavor to boost prices, they were content to sell at even lower prices than original offers. A clarion call was sounded at a meeting of the Lancaster Tobacco Growers' Association held on Monday, October 8, not to repeat this mistake. Reports from many of the growers, show that they are ready to sell, but are only awaiting the results of the curing process. Several sales to local agents have been reported. The General Cigar Company has entered the field, and have purchased several small crops in the vicinity of Pennville. From twenty to twenty-two cents though have been paid for the tobacco, wrappers and fillers being on a par. Much of the frost-bitten tobacco is being bought for scrap at from eight to ten cents per pound.

If the big buyers refuse to pay the prices demanded by the growers, then the local packers, who have been having a hard time of it in purchasing, will reap a harvest. For several seasons past, the smaller packers have had to be content with the "leavings," which was not profitable. It meant the closing down of many warehouses.

The Lancaster Leaf Tobacco Board of Trade, composed of all the representative packers of the county, held their quarterly banquet at Hotel Brunswick on Saturday evening October 6th. General crop conditions and outlook were discussed.

One of the largest sales of 1916 tobacco in this section was consummated last week, when Julius Marqusee, the New York packer of seed-leaf tobacco, who has headquarters in this city, sold a number of agents nearly 3000 cases at prices ranging from thirty-seven cents upward. The purchases were made by E. Rosenwald & Brother, of New York, 2579 boxes; Joseph Goldberg, 500 boxes; Fred Frese & Son, 300 cases; M. Winklestein & Sons, 250 cases; Neumann & Mayer Company, 100 cases; and the Imperial Tobacco Company of London, represented by David Clark, of Henderson, Ky., a large number of cases. The amount of the transaction is said to have totalled more than $300,000. Mr. Marqusee is the largest holder of 1916 tobacco in this section, having nearly 16,000 cases of 1916 tobacco in his local warehouses.

Local tobacconists, who have been decidedly affected by the recent war tax on tobacco products, held a meeting on Tuesday, October 9th, and boosted the price of cigarettes, smoking and chewing tobacco. A boost in the price of cigars will shortly follow. It is imperative that the price be raised they declare, or else go out of business. The prices now asked are, six cents for cigarettes and tobacco packages, that formerly cost five cents; twelve cents for all ten-cent packages, with the exception of Turkish cigarettes, which are now selling two for a quarter; eighteen cents for all fifteen-cent packages; twenty-five cents for all twenty-cent packages, and thirty cents for all twenty-five cent packages. Several dealers have not waited for the arrival of large manufacturers' price list, and have boosted their own cigars from five to six cents; and are charging ten cents straight, instead of three-for-a-quarter for higher grade cigars.

The Ninth Revenue District offices, which are in Lancaster, are rushed to extremes with the volume of business occasioned by the taking of inventories of all the tobacco and cigar dealers in the district, comprising fourteen central countries. More than 5000 dealers will be affected. But this has had no marked effect on production. Ten new concerns since the beginning of October have filed the necessary bonds to manufacture. The production of cigars has not fallen off to any marked degree within a year. In September of 1916, 64,769,760 "smokers" were made, while in the same month this year, the production was 64,519,900 cigars. As can be seen, the falling off is very small. Christmas orders are pouring into the many factories in this district, especially in York and Lancaster counties, and the concerns will be working night and day to meet the demand. The greatest difficulty occasioned is the securing of ample hands to manufacture.

E. C.

PAY YOUR BILLS PROMPTLY

If you pay bills promptly the man you owe will be inclined to pay his debts at once. There's an old saying that "those who go borrowing go sorrowing." You'll never contract the habit of running into debt if you meet your obligations when they are due. Paying up makes for business efficiency. There are some men rated wealthy who find it hard to get credit. Other men with nothing often can borrow vast sums. Their credit is good. They always meet their obligations. You have heard it said, "I'd sooner take that man's word than another man's bond." Be one of these men with the word. Try paying your bills promptly and see how it works.

The 10-cent cigar is your salvation

Your profits on lower-priced merchandise are so small that you *must* sell more 10-cent cigars to make money.

What's more, it is *easier* to sell 10-cent cigars today than ever before. Men are better paid today! Money is more plentiful today! *And there has been a phenomenal increase in the sale of 10-cent cigars!*

You can't fail to get your share of this profitable 10-cent business if you let us help you.

Give Girards a one-week trial on your counter. Experience proves that the dealer who keeps Girards before the attention of his customers, *sells more 10-cent cigars!*

The Girard is the most famous 10-cent cigar in the country. *Continuous national advertising,* backed up by *quality* and *fair dealing,* have given the Girard a big following wherever it is shown.

All you have to do to build a good Girard business is to *let the public know you sell Girards.*

"THE BROKER" Plenty of smokers in your locality are looking for the famous Girard never-gets-on-your-nerves quality. It's your *one best bet* to build up your 10-cent business.

Drop us a line today for further information.

Address Department H

ANTONIO ROIG & LANGSDORF

Established 1871 **Philadelphia**

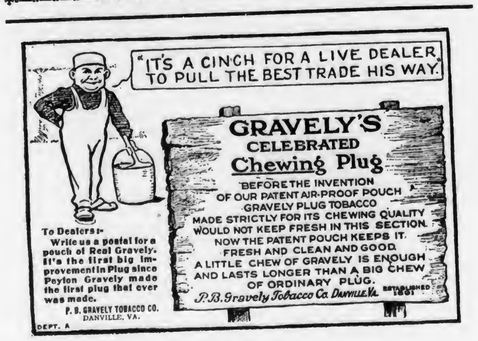
The **Girard** Cigar

Never gets on your nerves

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA
BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York


"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers—
Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

New Features of War Tax

(Continued from Page 10)

the agency charged with the administration of the new law and the collection of the taxes, it is not regarded that the Bureau of Internal Revenue shall find out and inform persons, firms or corporations of their responsibilities. Such persons, firms and corporations must for themselves make returns, which in the course of administration the Bureau of Internal Revenue will verify.

Severe penalties are provided for failure upon the part of any person, firm or corporation to make the correct inventories and returns required.

In the collection of the tax that will apply to articles or commodities in stock on October 4, 1917, it is the purpose of the Bureau of Internal Revenue to make through its field force preliminary inquiries of every person liable to tax to ascertain his possessions in the way of taxable goods, and the amount of tax he is liable to pay. This preliminary inquiry will be conducted over a period of probably a week. Within thirty days from the date of enactment of the new law, every person, firm or corporation liable to floor tax, must file with the Collector of Internal Revenue, a true and correct inventory, under oath. of goods in his possession subject to this tax. Attached to the inventory must be a synopsis of the inventory and a statement of the amount of tax to be paid on the goods covered by the inventory.

This is known as a tax-payer's return. Upon the basis of this return and an analysis of the information disclosed by the preliminary inquiry and the tax-payer's inventory, the proper amount of tax will be determined. Payment of the tax must be made to the Collector of Internal Revenue at the time of filing the return, but payment may be extended to a date not exceeding seven months from the passage of the act. upon the filing of a bond for payment. This bond must be given with an approved corporate surety company in a penal sum of not less than double the amount of the tax, and in no case less than $1000.

The penalties for failure to comply with the requirements of the law are for slackers.

Upon every citizen rests the responsibility of contributing to the utmost of his ability toward the successful termination of the war. The War Revenue Act represents the judgment of the United States Congress as to what is the proper share for each citizen to contribute. This share is based upon the ability of the citizen to contribute. It is the unquestioned duty. therefore. of every true American citizen not only to pay the full tax the law requires of him. but to remove every possible obstacle to the successful administration of the law by the Bureau of Internal Revenue. Under the circumstances. it is a high privilege for every citizen to comply strictly with the terms of the law, and to make it a part of his duty to see that every other citizen does likewise.

MANILA LEAF EXPORTED TO THE U. S.

Herewith is a comparative statement showing by months the quantity of leaf and partially manufactured tobacco exported from the Philippine Islands to the United States during the first eight months of 1916 and 1917:

Month.	*1916.* (*Kilos.*)	*1917.* (*Kilos.*)
January	207	101,480
February	19,881	205,228
March	17,306	327,353
April	7,193	126,414
May	9,332	513,660
June	12,302	250,151
July	223,279	142,709
August	10,110	383,611
Total	299,610	2,050,606
Increase		1,750,996

(Not including chopped tobacco, which is subject to $0.08 tax per pound. A kilo equals 2.2046 pounds.)

This statement shows the stock of leaf tobacco in the hands of wholesale leaf tobacco dealers, as shown by the balances in their official register books, L-3:

Date.	*Location.*	*1916.* (*Kilos.*)	*1917.* (*Kilos.*)
March 31st,	Manila	23,484,691	25,395,106
	Provinces ...	4,637,691	4,939,364
	Total	28,322,382	30,334,470
June 30th,	Manila	25,304,874	20,833,447
	Provinces ...	6,660,650	5,404,026
	Total	31,965,524	26,237,473
September 30th,	Manila	26,247,259	
	Provinces ...	6,209,645	
	Total	32,456,904	
December 31st,	Manila	25,784,330	
	Provinces ...	18,912,120	
	Total	44,696,450	

(A kilo equals 2.2046 pounds.)

F. H. HENDERSON PURCHASES FACTORY

F. H. Henderson of the Henderson Tobacco Company, Lexington, Ky., has recently purchased from G. F. Vaughan of the G. F. Vaughan Tobacco Company, the old Bennett Tobacco Factory located on Hayman Avenue of this city, same will be used by the Henderson Tobacco Company as a tobacco factory for handling Burley tobacco this coming season.

for cigarettes VIRGINIA tobacco is the best

Cigarette tobacco was born in Virginia. All the mellow charm of Dixie's sunshine is in it. That's why
VIRGINIA TOBACCO
—and no other—has that "snap" and "sparkle" to its taste that makes a cigarette a cigarette.

Liggett & Myers Tobacco Co.

THE VIRGINIA Cigarette
Piedmont

NOTE: 300 million pounds of Virginia tobacco were made into cigarettes last year, as against only 62 million pounds of foreign tobacco. *And Piedmont is the biggest-selling Virginia cigarette in the world.*

5c and 10c a package

One of a Series of Piedmont Newspaper Advertisements.

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
1871 GATO 1875
Write for Open Territory
Factory: Key West, Fla.
New York Office; 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Classified Column Page.
Try it.

How Shall He Play the Game?

(*Continued from Page 6*)

But to get back to the direct question of charging for space; the custom is objectionable, because it is founded upon the old, old fallacy of something for nothing. The average net profit of the cigar jobbers of the country is probably less than their cash discount. In other words, the cigar jobber, if he makes a success at all, is lucky if the surplus account at the end of the year, which he can distribute as a dividend to his stockholders, amounts to two per cent. on the amount of his purchases from the manufacturers. In many cases, and with some of the well-known, successful jobbers, it is *less* than two per cent. The jobber, therefore, cannot sell quality merchandise and legitimate sizes and at the same time pay out money for the privilege of doing so. The jobber takes his profit out of the money paid him by the dealer, just as the dealer in turn takes his own profit from the smoker. If the jobber has to pay out a dollar to a dealer, the dealer himself must inevitably provide that dollar, because the dealer is the jobber's sole source of revenue. The case is the same with the manufacturer. No factory making reliable merchandise can afford to pay a premium for the privilege of putting that merchandise into the dealer's hands. There are few rich cigar manufacturers, and most of those who are rich have made the bulk of their money out of investments or through other sources than the direct net profit on their output.

The unknown brand may have selling quality, but the fact has not yet been demonstrated, therefore the unknown brand is more of a liability than an asset. The unknown brand cannot afford to pay a premium to produce high quality merchandise, and another premium to sell it. You can't draw water from both ends of a stream at once, without creating a desert somewhere in the channel.

"How, then, will the unknown brand of good quality ever be able to succeed if we don't give it a show?" asks the dealer who has the same soft spot in his heart that we all have for the little fellow who is trying to build up a business for himself. I do not say the little fellow should not be given a reasonable show when he is really making quality goods. I do maintain, however, that the showcase space should not be charged for. The transactions of buying and selling should revolve about the intrinsic value of the thing sold, and the course of neither party should be influenced by other considerations.

That, in brief, is the logic of the proposition. But there is still another objection, more subtle in character, which applies not only to the practice of making money out of showcase or sign space, but to all other more or less amiable forms of extortion, and that is the insidious effect on the retail dealer himself. It is one of the safeguards which our consciences throw about us, that we cannot indulge in anything that even borders on graft or sharp practice, no matter how petty or apparently harmless, without a little blunting of our self respect, and a little lessening of our independence.

Certain it is, that in actual practice the majority of dealers, who try in one way or another to be a little sharper than their fellows contrive somehow to accumulate within a few years a large proportion of dead stock, and cold, unemotional statistics show that the percentage of failures is very much less among the straightforward merchants who buy quality goods and pay the price, than it is among the dealers who are always "trying to beat the game."

(To be continued.)

CIGARETTES IN DOMINICAN REPUBLIC

The only manufactories of any consequence in the Dominican Republic are the sugar centrals, a match factory, and the cigarette factories of the Compania Anonima Tabacalera.

The Compania Anonima Tabacalera was incorporated in 1914 under the laws of the Dominican Republic, with a capital of $365,000. The stock is closely held in Germany and the Dominican Republic. The company operates two factories, with over 500 employees, the principal one being in Santiago de los Caballeros and a smaller one in Santo Domingo City. It also has a modern and complete lithographic plant in connection with its Santiago factory.

The two factories are equipped throughout with British and American machinery. All the tobacco used is of local production, the paper comes from Spain, and the box shooks, and all other materials from the United States. With the exception of small quantities shipped to St. Thomas in the Virgin Islands, all the cigarettes made in the factories of the Compania Anonima Tabacalera are consumed in the Dominican Republic.

The total output of the two factories is 25,000,000 cigarettes monthly (the company also manufactures 1,000,000 cigars a month), consisting of round and oval-shaped cigarettes of white and brown paper, under four different brands, i. e., "La Habanera," "La Fama," "Sport" and "Casino." The wholesale price of all brands and varieties of cigarettes is the same, $10 less 15 per cent. or $8.50 net, per case containing 500 packages of 12 cigarettes each. All of these brands retail at 2 cents per package of 12 cigarettes.

The tobacco used is of the better class called "tobacco de olor," the price of which ranges at present from $10 to $15 per hundred pounds. The cigarettes usually run about 40 pounds to the thousand.

There is only one other small concern besides the Compania Anonima Tabacalera making cigarettes in the Dominican Republic.—*Commerce Reports.*

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IMPORT EXPORT
LEAF TOBACCO

AN IMPORTANT I. C. C. HEARING

An important hearing is to be held in this city on October 15th, when the Interstate Commerce Commission will listen to argument upon a proposed order of the Commission dealing with applications for increases in freight rates which may hereafter be filed by the transportation companies.

In order to meet the requirements of the recently enacted amendment to the Act to Regulate Commerce the Interstate Commerce Commission proposes hereafter to submit to shippers interested in the operation of the rates which the carriers propose to raise, the applications whereby the latter seek the increases, giving all interests an opportunity to be heard in the matter. The amendment referred to prescribes that no rates shall be increased without their being approved by the Interstate Commerce Commission.

The proposed order contains detailed suggestions concerning the method of dealing with such applications for increases in existing freight rates, but it will not be put into effect until after the railroads, shippers and others who may be interested therein, have had an opportunity to express their views.

The Reynolds-Lindheim Company, wholesale tobacconists of Nashville, Tenn., have recently announced that in the future their profits will be shared with their employes.

E. Popper & Company, the well-known New York cigar manufacturers, have recently removed to 1510-1512 Avenue A. The change was brought about by the necessity for larger quarters.

The Tobacco World
Established 1881

Volume 37 October 15, 1917 No. 20

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CAMP JACKSON:—40,394. For cigars, cigarettes and tobacco. September 18, 1917. I. Cassel Cigar Factory, Columbia, S. C.

CAMP UPTON:—40,395. For cigars. September 24, 1917. Herman Steiner, Richmond Hill, L. I.

SILVER ACE:—40,396. For all tobacco products. September 28, 1917. American Litho. Co., New York City.

SEMPRE AVANTI ALPINO (THE ALPINE):—40,398. For cigars, cigarettes and tobacco. September 20, 1917. P. W. Tozzie, Weehawken, N. J.

OVER THERE:—40,399. For tobacco manufactured in all its forms. September 28, 1917. The American Tobacco Co., New York City.

OUT THERE:—40,400. For tobacco manufactured in all its forms. October 1, 1917. The American Tobacco Co., New York City.

CORE CLAVIS:—40,401. For cigars, cigarettes, cheroots and tobacco. October 1, 1917. Otto Hartke, Chicago, Ill.

WAR SPECIAL:—40,402. For all tobacco products. October 2, 1917. American Litho. Co., New York City.

GONZALEZ LOPEZ:—40,403. For cigars. September 29, 1917. Joseph Schnittke, New York City.

STAFFORD HOTEL NATIONALS:—40,404. For cigarettes. October 3, 1917. Strand Cigarette Co., New York City.

SAM BROWN VIRGINIA CIGARETTE:—40,405. For cigarettes. October 3, 1917. M. M. Importing Co., New York City.

BADGE OF HONOR:—40,406. For all tobacco products. October 4, 1917. American Litho. Co., New York City.

TRANSFERS

HUM DINGER:—29,571 (Tobacco Leaf). For cigars and tobacco. Registered May 1, 1905, by W. D. Hanson, Council Bluffs, Iowa. Transferred to Joe G. Greene y Ca., Greenwood, S. C., September 6, 1917.

SPANISH TRAIL HAVANA SMOKER:—39,559 (U. R. B.). For cigars. Registered February 3, 1916, by Histel-Wilcox Cigar Co., Quincy, Fla. Transferred to Paul J. Neeley, Quincy, Fla. September 22, 1917.

WINGED GLORY:—40,328 (T. M. A.). For cigars, cigarettes and tobacco. Registered July 16, 1917, by Theodore Pappas & Co., Wilmerding, Pa. Transferred to Standard Cigarette Co., Jersey City, N. J., September 22, 1917.

BRAZIL TOBACCO CROP

The Brazil tobacco from the Bohia District sold in 1916 was the 1915 crop, which was harvested between August and December and not shipped before March 1, 1916, because of double duty levied on all tobacco exported before that date. The object is to secure a thoroughly seasoned article. Tobacco was affected by the war because it was sold in Europe and especially in Germany. Various expedients have been tried. In 1915 much was exported to the United States on European account. In 1916 Holland bought largely. Now, in 1917, little is going to Europe; Argentina is taking a great deal, and in July about one-half of the crop was unsold. The yield was about 350,000 bales of 154 pounds in 1915 and 250,000 in 1916, and is estimated at 500,000 in 1917. The average price in the local market was 6½ cents per pound in 1915 and 14½ cents in 1916.

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The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

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ENGLISH POSTAL REGULATIONS AMENDED

The Post Office Department, in accordance with information received from the Postal Administration of Great Britain, announces the amendment of the postal regulations covering special prohibitions in the regular mails, making paragraph (c), section 94, covering Great Britain and Ireland, read as follows: "Tobacco, except samples of unmanufactured tobacco, which are delivered upon payment of an entry duty of two shillings; extracts, essence and other concentrations of tobacco, coffee, as well as mixtures thereof."

In the above the word "unmanufactured" replaces "manufactured" and the entry duty has been increased from one shilling six pence.

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VOLUME 37 NO. 21

The TOBACCO WORLD

NOVEMBER 1, 1917

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Volume 37 — THE TOBACCO WORLD — Number 21

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, NOVEMBER 1, 1917 — Foreign $3.50

How Shall the Retail Dealer Play the Game?

By Harry A. Earnshaw

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3. Cashing In on the "Advertised Brand."

THE term "advertised brand" as used in the cigar trade is rather loosely applied. The expression is made use of generally to indicate cigars that are known and sold everywhere in the United States, or practically everywhere. The word *advertise* originates in the French *avertir* or *advertir*, meaning to give notice to, to inform, to warn, and has its root in the Latin word *advertere*. The strict definition, therefore, of the verb transitive to advertise is, "to announce publicly, especially by printed notice." In the popular conception, advertising is the art, science or process by which commodities or services are brought to the attention of the buying public through the medium of type, paper and ink.

When we speak of an article of merchandise as one that is "advertised," we think of it first as an article whose virtues and advantages have been extolled in the pages of magazines and newspapers; second, as an article that has been reproduced in pictures and described in brief slogans or catch-phrases upon the billboards. We may think also of the use in such a connection of street-car, subway or elevated placards.

In the cigar business, however, the number of successful brands that continuously use magazines, newspapers or billboards or the other mediums mentioned is comparatively small. For some reason not quite clear to the writer, national "advertising," in its broad and generally accepted sense, has been applied thus far only in a very limited way to the marketing of cigars, and the proportion of cigars that are actually "advertised brands" is really trifling when the total number of cigars annually manufactured is taken into consideration.

"The province of a cigar merchant is not to tell the people what they want, but to *sell* them what they want. The dealer is a public servant. If he will drift with the current of public desire, it will carry him to success. If he tries to stem the tide with the barrier of his own ideas, the torrent will overwhelm him and he will be buried in the sands of failure."

More in favor with the cigar manufacturer is that character or method of publicity exemplified by lithographed window displays, tin outdoor tack signs and a wide range of "novelties." But some of the biggest sellers have never used a line of type advertising in the magazines and newspapers and but little of the other forms of publicity except perhaps window displays. I exempt from this statement trade-paper advertising; I am speaking now only of advertising designed to appeal to the smoker. Trade-paper advertising, in the right kind of trade paper, is a powerful factor in successful cigar merchandising, because it goes direct to dealers throughout the country, and, as I have intimated in a former article and shall elaborate upon later, it serves to make a brand the more valuable to one dealer because it insures a wider distribution among other dealers.

The point I wish to make perfectly clear is that the term "advertised brand," as used generally by the trade, really means something quite different from the term as applied in other lines of business. In the cigar trade "advertised brand" simply means "well known" or "in demand." The term infers a cigar that is practically a national seller. It is this kind of merchandise that I shall have in mind in appealing to the dealer to "cash in on the 'advertised brand.'" A much better term for the character of merchandise we have in mind would be "popular brand."

The process by which a cigar becomes a "popular brand" is so long and complicated that it will hardly

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Loyalty in Business

By J. R. McCleskey

LOYALTY—a large word of large meaning. Neither you nor I can begin to comprehend it in its entirety. Loyalty to right principle, loyalty to "self," loyalty to your work, loyalty to your country, loyalty to your friends and loyalty to your ideals—there are many demands of loyalty, and, therefore, it is highly important that we have a right understanding of these demands and how to meet them.

Shakespeare said:

"To thine own self be true, and it must follow, as the day the night, thou canst not then be false to any man."

To accept these words literally might lead one over a rather rough road of experience, which sooner or later would have to be retraced in order to get back on the right track, but by looking beneath the surface, it is very evident that Shakespeare meant to convey a much deeper meaning than is at first apparent.

In speaking of being true to "Thine own self," Shakespeare of course, had in mind the perfect standard of the true "self," and not the selfish, grasping, false "self." If loyalty demanded that we be true to our false "self," then loyalty would be one of the basest instead of one of the highest qualities of character.

By being loyal to the perfect standard of our true "self" and continually striving to reach that standard in our daily work, we cultivate true loyalty that makes it impossible for us to be "false to any man."

Loyalty, like honesty, must be based on right principle, and not practiced merely because it is the best policy.

The first demand of loyalty is that we be true to the right, and if we are genuinely loyal to that which is right according to our highest understanding, we will have little trouble in meeting all the other demands, such as loyalty to "self," loyalty to country, loyalty to our fellow-man, etc.

When we understand something of the true meaning of loyalty, we naturally turn to find the practical application of what we have learned, and in so doing we at once realize that there is no department of life where genuine loyalty is more needed than in the everyday business life. Loyalty is literally the very backbone of all business organization. The employer is absolutely dependent upon the loyalty of his employees in order to succeed in his business, and likewise, employees must have the loyalty of their employers if they would attain any degree of success in their work. A business firm, in order to grow and prosper, must give loyal service to its customers, such service as will in turn win the loyalty of the customers to the firm.

There are a great many staple articles of more or less uniform quality and price sold by many different firms in the same line of business, and yet some firms build up a large and profitable business, while other firms selling the same goods to the same class of trade meet with failure. The firm that succeeds does not succeed because they sell the goods at a cheaper price, nor is it necessarily that they sell a better quality of goods, but it is because they have developed a spirit of genuine loyalty throughout their own organization, which has naturally spread from the firm, through its salesmen, among the customers. In the first place, the firm is loyal to its salesmen, the salesmen are loyal to their customers, and in turn the customers feel a sense of loyalty toward the salesmen and toward the firm, thus forming a complete circuit through which the current of loyalty operates unbroken.

This series of Selling Talks conclude with this issue. Mr. McCleskey's straightforward way of presenting the qualifications of successful salesmanship has aroused much favorable criticism in the trade, and so we are asking him to write another series for us. This series will deal with the mental processes that make a business man either a success or a failure. Mr. McCleskey believes in calling "a spade a spade", and the same easy, clear style that characterized this first series is also a feature of "Character Talks to Business Men."

The standard of success of any business firm is determined largely by the standard of loyalty that is maintained in the organization, and between the firm and its customers.

It is highly essential that a general prevailing spirit of loyalty be maintained in every business organization, and this, like any other general result, can only be acquired by developing the desired quality in the individual units that make up the organization. Loyalty cannot be installed in an organization like you would install an electric light system in a building; it is a quality of individual character that must be developed in the individual—you and I—and as each individual in a business organization learns what loyalty

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What Do You Know About Rent?

By Gordon W. Kingsbury

HOW much rent should I pay? When should I pay it, to whom, and to what account should it be charged?

These are accounting problems that face nearly every merchant, and their answers, though simple, may spell success or failure, especially in a new business.

I know of one embryonic vendor of merchandise who could not see why rent should be charged as part of his cost of doing business while he had a separate income from some bonds which took care of his rent. Soon his landlord raised the rent and the revenue from his interest coupons would not take care of the monthly item. He borrowed money from another account for a time, but his high financing soon led to permanent embarrassment and ultimate bankruptcy.

Rent is defined by Webster as "a periodical payment for the use of property." This is a simple enough definition and for our purpose covers the usual interpretation of the term.

The question, "How much rent should I pay?" is a hard one to answer. There are many conditions which may alter your case from the general average, but unless you have some good reason for doing so, your expense for rent should not be over two per cent. of your total net earnings.

Rents are naturally higher in a city. They also vary with the location of your store. Rent on the main street may be several times as high as rent one block away. The law of supply and demand is a big factor in governing rent. If stores are scarce the rates are high, but if a slump strikes a town watch out for a tumble in rents. If you happen to be looking for a chance to move—move then.

There is a very easy way to check up your landlord if he raises your rent. Without much trouble you can secure an estimate of what your store or place of business is worth.

To allow the owner a fair return on his investment the rent should be about ten per cent. of this value. Upon such a basis your landlord can net six or seven per cent. after he has paid taxes and interest. If he is charging you a rent that is much in excess of this estimate, you are paying more rent than the store is worth. Under such circumstances it would be cheaper for you to buy the store and pay rent to yourself.

"A progressive business man should consider the rent he pays as one of the most legitimate and one of the most necessary costs in his business. Naturally he should try to keep this item down, but he should not make the mistake of saddling this expense on any one part of his business. If you operate a chewing gum stand, part of your rent expense is a share in the cost of operating the gum stand. Just because one department of a business makes more money than another part is no reason why it should carry the rent expense of the whole business."

Many good business men argue that it is better business to pay rent than to own your establishment. This is undoubtedly true where rent is low and vacant stores are plentiful. On the other hand, the merchant who owns his own store is not bothered by a sudden rise in rents and cannot be ejected unless it is for nonpayment of taxes. A proprietor who owns his own establishment is more certain of his costs. He can also have the mental satisfaction of feeling that he is in every sense a citizen of his community.

There are as many different times for paying rent as there are days in the year. The principal thing to remember about the time of payment is to pay rent when it is due. If possible, pay by the month and have the date of payment come at the same time you are in the custom of paying your other bills. Don't ask your landlord to collect the rent; send it to him. Be sure to pay by check and note in the lower left-hand corner of your check such an item as "Rent to Dec. 1st."

In order to cash your check the landlord must endorse it, and he cannot help seeing just what you understand that this check covers. In case a dispute arises later, you will have strong evidence to support your claim. If the landlord sees that you mean business and also knows that you pay promptly, he will be much more liable to make needed improvements than if you treat your obligations lightly. Treat the owner of your establishment with the respect that is his due. There may come a time when you will want to borrow money and the landlord's statement as to the way you meet your monthly obligations may have considerable weight with your banker.

Rent should be paid to the landlord himself or his duly authorized agent. If you pay to an agent, be sure that he has the authority to receive money for the owner. You deal with an agent at your own peril and there are many would-be agents who are glad to collect the rent if you are willing to pay them. By remitting with

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Selling the Dealer

By E. C. Hull, In "The Burning Question"

A DEALER will say to me, "Mr. Hull, whenever I get a demand for the brand I will put it in," and then I proceed to argue with him something on these lines:

"Mr. Dealer, I'm going to give you credit for the fact that you have no doubt taken this initiative with some brands, and placed them in your case, because you felt that they were meritorious, and that you could build up a business on them. Your next-door neighbor, perhaps, had some call from your efforts on the brand and stocked them. His business never became sound and healthy as he was not really interested and was simply taking your overflow.

"You are co-operating with the manufacturer and distributor, and introduced the brand to the consumer because you personally felt that it would suit his taste, and bring him back to your store. The more your store became the headquarters for these particular smokers, the less overflow there was for your next-door neighbor.

"Your cigars were in better condition, and gave the consumer a more satisfying smoke. Your neighbor was simply there to serve, not to sell, while you are in business to sell and serve.

"Mr. Dealer, getting down to the brands that I am representing, you say, 'create a demand and I will put in the brand.' Now you've been in business a number of years. You probably remember when most of your standard products in cigars, cigarettes and tobaccos were introduced on the market, this same excuse was offered by many short-sighted dealers throughout the country.

"Yet these brands are exploited by you today as standardized merchandise, and you never for a moment question their standing nor the advisability of always carrying them in stock.

"This present-day popularity of these brands is due in a large measure, to that great big majority of dealers who view the retail merchandising situation from an open-minded standpoint, and who are always willing to allow a piece of meritorious merchandise a prominent place in their case so as to give it a fair chance to prove itself.

"Mr. Dealer, did you ever go into a strange town, into a lodge meeting or some gathering and not know a soul?

"Don't you think there is a little bit of that same feeling when a customer walks up to your case and finds unknown brands?

"Finally some one took enough human interest in you to make you feed at home. That's what you ought to do for every man who crosses your threshold, by putting in the brands that are national in their sale.

"Don't you think that you are overlooking the golden opportunity in not having the best national sellers prominently displayed, so as to make one and all feel at home in your store?

"Mr. Dealer, here are three standard brands of five-cent cigars. You know all of them, and probably handle them. Which would you rather do—buy them from three separate distributors, or buy them from one source of supply?

"The cleanest and most profitable business for you would be to sell every customer the same brand, thereby insuring you better facilities in buying and making for better turnover.

"Isn't it a fact that the nearest you can come to that ideal situation is to have three or four national brands that are live sellers, which you can throw into one basket, coming from one source of supply?

"Mr. Dealer, you tell me that you have just bought one thousand cigars of a new unknown brand, on which you saved three dollars. The fact is, you haven't saved three dollars until you have sold the cigars, and then you'll probably find that more than likely you have lost money.

"Each space in your case is a separate department, and should earn so much money for you to actually be successful. The only way you can really determine the question of space in the case, are the returns left in your cash register at the end of the year, from that space. Dead ones should have no place in your case. The consumer judges you by the brands you carry.

"Mr. Dealer, your business is divided four ways from the jack, dealing as you are with a number of distributors, and this doesn't make you a factor with any distributor. Recognizing the fact that you have a small business, don't you believe if you concentrate your buying with one or two distributors (and I don't mean by that to throw out all other merchandise), and actively place your support behind the lines of those distributors with which you become identified, wouldn't those same distributors with whom you were co-operating be more liable to reach out a protecting hand in stormy weather?

"Mr. Dealer, did you ever consider the advantages of reflex action in marketing cigars? Fads have started in New York and in a few months have swept all over

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EDITORIAL CHAT AND COMMENT

A NUMBER of the popular Philadelphia brands in standard sizes retailing at a nickel have been advanced to a price where the retailer must sell them for six cents or starve. It is well to note, however, that only one factory has had the courage of its convictions and has offered the trade no alternative. To our minds the movement has been weakened by the offer of a smaller size at a price which will enable the brand to be sold at five cents. And the movement has been further weakened by the failure of concerted action.

As the days go by it becomes more evident that the old "cat and dog" spirit must be strangled or it will strangle the industry. New problems and new conditions indicate, as never before, that the time is at hand to stand together, to work in harmony, and to discourage with a strong hand those who would sacrifice the welfare of the industry for their individual advantage. The trade is no stronger than the weakest member of it, and while it has thin-blooded relatives to battle for and with, it, too, will show symptoms of anemia.

This is not a time to wait and see which way the tide of prices is going to run, and then jump in on the winning side. The success or failure of the old sizes at six-cent prices could be established in a few weeks if *every* manufacturer competing in the nickel class would increase his price, so that it would be compulsory for the dealer to ask six cents. While there are standard sizes remaining on the market at five cents there is bound to be a division of trade, part of which will continue to smoke the standard size, even if fewer of them, at the six-cent price, while another part will flop to a brand or size still selling at a nickel.

There are several things to be considered and one of the most important is that it is better to have a smaller volume with a fair margin of profit than a large volume with no profit at all. This, we believe, has been one of the fundamental factors in the advance price movement.

Again, take the factories that may maintain the old price. Labor is so scarce that they can hardly take on any more business if it is offered them. And meanwhile their profits per thousand are dwindling as they reach a time when they must begin to work up the tobacco purchased in the present high market.

Further, anticipating, perhaps, that the increase in price would probably precipitate another demand for higher wages, some of the manufacturers have voluntarily raised the wages of their cigarmakers $1 a thousand. Workers will naturally seek the market which pays the highest prices. The factories holding to the old prices will not be able to make this increase. And with such factories a strike would quickly wipe out any margin of profit.

If present conditions obtain it is quite probable that the majority of the sales will eventually run to the nickel sizes. One retailer who raised his price to six cents on the 19th stated on the 27th that on a brand of which he had been selling 500 a week his total sales were fifty cigars. Drug stores in the residential section are more successful than the cigar stores in the business section, for the reason that a smoker will have to pay six cents or go without. In the business section a canvass of twenty-five stores showed seventeen that had not raised, but it was due in every case to stock on hand purchased at the old prices. They now have time to decide whether, from the experience of those who have raised, it will be better to stock the smaller sizes to sell at a nickel or to get behind the six-cent cigar and push it. But the situation will be complicated as long as any number of competing brands can be obtained at a nickel.

It is obviously to the great advantage of the dealer to sell the six-cent cigar. His profits will be $17 a thousand as against $12.50 a thousand on the old prices.

One thing is certain—the good will built by a trade-marked article after years of effort and advertising cannot be destroyed in a week or a month or a year. It has a permanency that the greatest disaster cannot immediately destroy.

No manufacturer with the best interests of the trade at heart can fail to take the step which will help to place the retail trade on a firm and prosperous basis. As long as there is a choice for the consumer, so long will he make it—and no longer.

THE merchant who is looking for ideas and suggestions to help him in his business will not fail to read carefully the article appearing in the November 15th issue of the TOBACCO WORLD, written by Mr. Earnshaw, discussing, "The Opportunities of the Holiday Business."

The holiday season is going to be a different one from any that most of us younger men have known. Brothers, relatives and friends, in many cases, will not join together as formerly. Our thoughts will not dwell so much on those at home as on those not at home, those who are in the cantonments or overseas preparing to defend with their lives, the rights of civilization.

With this thought uppermost in his mind, Mr. Earnshaw has prepared, in addition to a number of good suggestions along general lines, several window cards that cannot fail to bring business, new business, to the dealer who uses them.

There will probably be a larger amount of buying of cigars, cigarettes, tobacco and pipes, done by women this year than ever before. Any old brand won't do for the husbands, brothers, sons and sweethearts this year. The buying will be a little more particular, the money consideration will probably be greater, and more thought will be given to the purchases of the gifts that will please "him."

THE CIGAR CLERK

By A. T. Garrett

I WONDER how long this here war is going to last anyway," growled the Street Car Conductor as he grudgingly added the few pennies which the government exacted for war expenses.

"On the level," replied the Cigar Clerk, "I don't know. So many people's been asking me that fool question that I just wrote President Wilson, Lloyd George and the Kaiser, but they never answered, and seein' Sam Lloyd's dead, I just gotta own up and say that it's too much for me. The way Haig is poundin' that German line is sure keepin' the Heinies busy duckin' the shells, and they're licked right now, but as long as they can kick poor old Russia in the shins I s'pose they'll keep up the bluff. But what are you kickin' about? You ain't gotta go, and if you're goin' to roar because Uncle Sam nicks you a few pennies a week on your tobacco you're a bum patriot.

"O' course it's the ultimate consumer that's allus got to be the goat, for it's human nature to pass the buck along, but guys like you what think they've done their duty when they stand up while listenin' to the Star Spangled Banner or give three rousin' cheers whenever the movie theater flashes the flag on the screen, are goin' to have to kick in their little bit whether they like it or not.

"This here war is puttin' an awful dent in the bank rolls of the interested nations, and there's liable to be quite a rush of crowned heads to the pawnshops for the purpose o' hockin' the imperial jewels, but it ain't puttin' all business to the dark and gloomy. Fer instance, it's goin to help the tobacco trade a whole lot, due to a change in public sentiment.

"Say, do you know a few years ago, if a real he-man smoked a cigarette his employers would hold a secret counsel and debate whether it would not be to the best interest of the firm to tie the tomato receptacle to him. There was an anti-cigarette society which proved by statistics, which you can prove anything by if you get the right kind, that the manhood of the nation was being slowly undermined by its insiderous poison. Aloysius P. Swavzey in a lecture before the Tuesday's Ladies Club related how a once honorable and high-minded bank president indulged secretly in the vice of cigarette smokin' and one day sneaked home and beaned his wife with an ax, and then slid with all the coin in the vault. Little Robert Reed was featured in a five-reel movie, and at every social entertainment some blonde in a white dress and blue sash was sure to make a hit by recitin' 'The lips that touch tobacco shall never touch mine.'

"Then after they got to fightin' over there in Europe, what did the boys in the trenches ask for? Chocolate sundaes, salted peanuts, bedroom slippers and perfumery? Not by a darned sight. They wanted cigarettes, cigars, stogies, smokin' and chewin'. When they'd bring some poor guy in all shot to pieces he'd tell 'em to stick a cigarette in his mouth while the surgeons fixed up what was left.

"One actress bought a million cigarettes for 'em because she'd been right there on the ground and knowed what they'd appreciate, and the soldiers' tobacco fund has become the most popular subscription stunt in the country. Public sentiment has changed a whole lot in the last three years, and believe me, it's goin' to result in the repeal of a lot of damfool legislation that's been put through in some States, because bughouse agitators buffaloed hick legislatures.

"Anyway," said the Conductor, "I think President Wilson is makin' a mistake keepin' them fellers in his cabinet. He oughta make a change."

"Sure you do. That's the priv'lege o' bein' a free Amurrican citizen, you can criticise the government without speakin' in a whisper, while if you happened to do it in Germany they'd indict you for this here, now, lazy majesty and shoot you at sunrise. Why, you poor simp, whadda you know about the situation those guys are up against there in Washington? You don't think no more o' knockin' the president than you do o' knockin' down a fare. I'm fer backin' him up strong even if down in my heart I think he's doin' somethin' wrong, because I reelize that I don't know all the ins and outs and besides I gotta give him credit for havin' more brains than I got or I wouldn't be here. Whadda you know about the science o' government when it strains your alleged intelleck to jigger a slipped trolley wheel or to short change a passenger and get away with it? You couldn't paddle a canoe without upsettin' and yet you pan Daniels because he don't run the navy to suit your idees. You ain't really got any opinions. Like a lot o' other half-baked critics you get your stock of bull con from the newspapers what mold public opinion because the soft stuff in the beans of most of the readers is easily molded. Hot air, mostly, Alonzo, hot, air. Take it from me, discount ninety-nine per cent. of the bunk that you lamp in your fav'rite daily, and if you wanna play safe don't believe anything in the paper but the date line, and to be sure, check that up with the calendar.

"Freedom of the press is a grand and glorious constitutional privilege, but some o' them birds what have their hammers out for the administration ought to be in the place where their friends could see them only on Tuesdays and Fridays in the presence of an armed guard, with white paper and typewriters on the embargo list."

"Whadda think o' this here embargo on nooterl nations?"

"I'm strong for it, Alonzo. I ain't got nothin personal against the squareheads, the Great Danes or the Tulip raisers, and they have my best wishes. But I figger that one hungry Swede means three starved Germans, and the Crown Prince ain't one o' my customers. If they want to split their eats with their kind and lovin' neighbors, I ain't gotta word to say, but when the stuff that gives them strength to stick bayonets into U. S. Uniforms comes from over here, it's different again.

"Is Brazil comin' into the war goin' to have much effect?"

"Well o' course we all know Brazil is where the nuts come from, but, you know every little helps. Cheer up, Alonzo, and believe that everything is comin' out all right. I recommend that you go over to the ten-cent store and buy a record called 'What kind of an American are You'; then you go home and try it on your grafonola."

One of the eye-catching advertisements now being seen by the people in your territory.

The New Edition of "The Official Rules of Card Games"

will sell to almost everybody who buys cards. Thousands of copies sold by dealers every season. Order from your jobber.

Sell special packs and supplies which you do not carry in stock from our catalogue

Contains complete descriptions, illustrations and prices of educational games, fortune telling cards, small juvenile toy cards, pinochle packs, "500" decks, etc. Send for it today. It is free.

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Perfect slip—no misdeals. Big indexes—easy on the eyes. Superior quality—longer lasting. Now, as ever, selling at the lowest price for which high-grade cards can be obtained.

CONGRESS PLAYING CARDS—Gold edges. Art backs reproducing beautiful paintingsi n full color. Especially for card parties, clubs and social play. Ideal for prizes and gifts.

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THE U. S. PLAYING CARD CO.

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CONGRESS PLAYING CARDS

are the de luxe brand that sells readily to women for parties and clubs, and for gifts and prizes. There are many people in your territory who want gold-edged, art back cards and they all know Congress. Ask your jobber for the following new designs:

Birches, Homeward, Trooper, Poetry, Apache, Youth, in standard size; Brook, Carnival, Moonlight, Argosy, Vista, Muse in whist size.

TO TURN over your investment in a stock of Bicycle Playing Cards several times every year and make your profits requires practically no more effort than to accept money freely given.

Bicycle Playing Cards are sold for you. You simply hand them out to your share of the millions who use them.

Continual advertising in the greatest national magazines makes Bicycle the best known brand.

Rigidly maintained quality makes Bicycle the best liked brand.

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To sell Bicycle Playing Cards simply stock them and put them where they will be seen. Ask your jobber for the following backs. They move fast. Rider, Racer, Thistle, New Fan, Acorn, Lotus.

Window display material, mailing slips and other things to let people know that you sell U. S. Playing Cards sent on request to us. Address

THE U. S. PLAYING CARD CO.

Dept. 6. Cincinnati, U. S. A., or Toronto, Can.

Cigar Leaf Imports Fall Off

ALTHOUGH imports of tobacco leaf suitable for cigar wrappers show a slight falling off, the imports of all other leaf and of all manufactures for the month of August show a decided increase over the imports of the same month of last year, according to figures now being compiled by the Department of Commerce, while all imports, except those of tobacco for cigar wrappers, for the eight months ending with August show large increases over the first eight months of 1915 and 1916.

During August, 1917, the imports of leaf tobacco suitable for cigar wrappers totaled 552,704 pounds, with a value of $605,973, as compared with 730,460 pounds, valued at $906,082 for the same month of last year. This loss was principally in the imports from the Netherlands, which, in August, 1916, amounted to $857,504, whereas this year they amounted to but $90; imports from Canada decreased from $12,960 to $2324, and from Cuba from $35,618 to $8236, but other countries which, last August, supplied nothing, this August furnished tobacco to the value of $595,323.

Imports of all other leaf in August of this year totaled 3,514,191 pounds, with a value of $1,947,892, against 3,400,143 pounds last August, with a value of $1,321,698. The principal increase from any one country was from $61,436 last August to $671,784 this August, in the imports from Greece. Mexico's imports fell from $93,487 in August, 1916, to $2652 in August, 1917, but the imports from other contries, not listed, jumped from $39,571 to $388,368.

The value of total manufactures of tobacco, for August, 1917, amounted to $510,537, a slight increase over the imports of August, 1916, which were $495,497. Much of this increase was caused by the jump in imports from the Philippine Islands, which this year furnished cigars and cheroots to the value of $332,336, against $216,561 for August, 1916.

Imports of tobacco and its manufactures for the eight months of 1917, ending with August, show a decided gain over those of the same period of 1916 and 1915, as detailed by the following table:

	1915		1916		1917	
	Pounds.	Value.	Pounds.	Value.	Pounds.	Value.
Unmanufactured—Leaf	264,133,356	32,856,934	333,553,832	42,711,103	148,713,980	26,161,017
Exported to:						
Denmark	1,365,044	162,585	15,340,847	1,713,984	266,949	33,416
France	53,388,098	5,613,927	43,408,185	3,597,679	30,004,458	4,323,220
Italy	13,189,555	1,674,513	20,772,171	2,311,046	29,174,168	3,564,165
Netherlands	14,317,018	1,238,409	66,553,040	6,433,842	1,470,875	191,936
Norway	2,229,241	304,116	5,806,931	640,374	2,601,225	420,914
Portugal	2,928,454	339,728	4,157,372	606,557	1,444,058	311,261
Spain	3,366,716	214,251	7,472,034	536,026	9,918,944	1,525,312
Sweden	1,929,973	185,285	1,604,988	188,694	652,289	87,643
Switzerland	1,823,193	287,874	396,634	36,446	686,400	128,554
United Kingdom	132,024,429	16,974,745	111,842,413	17,811,598	26,262,270	6,502,359
Canada	10,887,844	1,754,576	14,445,248	2,460,334	12,007,513	2,787,760
Mexico	1,025,916	115,423	937,375	104,835	1,150,419	168,058
Argentina	2,072,936	304,555	2,016,755	339,278	4,651,998	700,672
China	2,092,436	309,437	8,710,220	1,125,322	6,325,802	1,331,535
Hongkong	1,889,401	358,401	6,294,339	1,259,296	993,527	258,442
Japan	2,374,097	608,055	2,068,683	340,025	1,784,203	392,086
Australia	5,882,996	963,906	7,253,496	1,351,245	7,954,723	1,577,540
British West Africa	3,881,811	489,522	5,930,671	781,738	4,652,212	727,299
French Africa	2,313,713	269,123	2,430,146	294,575	1,799,741	276,424
Other countries	5,150,485	688,761	6,112,284	778,209	4,912,206	852,421
Stems and trimmings	2,365,991	95,481	3,748,287	128,629	221,380	13,874
Manufactures of cigarettes	1,297,758	2,044,597	2,250,868	3,855,951	4,182,293	8,048,261
Exported to:						
Panama	56,015	95,108	35,291	79,283	42,149	99,619
China	585,056	928,041	1,264,338	2,341,311	3,098,103	6,170,695
Straits Settlements	579,651	820,481	569,766	759,640	724,108	1,076,760
Siam	27,250	56,606	94,660	190,943	101,660	208,665
Other countries	49,786	144,361	286,813	484,774	216,273	490,522
Cigars and cheroots	1,256	20,123	1,053	19,832	1,595	37,316
Plug	3,579,418	1,065,909	3,394,909	949,729	3,196,629	901,470
Smoking	1,548,669	812,277	1,381,293	712,528	1,296,123	720,104
All other	.....	242,976	.....	341,020	.....	299,202
Total manufactures	.....	4,185,590	.....	5,879,060	.....	10,004,353

Profits and Patriotism

The stability of the American Sumatra Tobacco Company is squarely demonstrated by the action of the board of directors at their recent meeting when they voted a quarterly dividend of one and one-half per cent., payable November 1st, placing the common stock on a six per cent. basis, and in addition authorized a subscription of $250,000 for four per cent. Liberty Bonds.

The cash assets of the company total $7,015,000, and after deducting for notes and preferred stock there is left a balance of $4,015,000 which is equivalent to about $58 a share for the common stock. The stock is selling on the market between 57 and 58.

The American Sumatra Tobacco Corporation owns 35,000 acres of tobacco land where it grows under cheesecloth the fine shade tobacco which has made a dozen cigar brands famous throughout the country.

Here, sir, is the new "toasted" cigarette

LUCKY Strike, it's called. And just exactly as you prefer 95% of your food cooked, you will now prefer your tobacco toasted.

Cooking (toasting, broiling, roasting) makes things delicious, appetizing, and savory, because it develops flavor. You don't eat raw steak or drink raw coffee. You like toast better than bread—especially fresh buttered toast.

We toast the Burley tobacco for Lucky Strike cigarettes to develop the utmost Burley flavor and seal it in, so it's always there for you. That's what toasting does.

You're in for a new flavor when you join the Lucky Strike Smoke circle—with the real Burley cigarette.

It's toasted

Our men will demonstrate to you how the tobacco is toasted — at many stores

Copyright by The American Tobacco Company, Inc., 1917.

How to open the package
Tear off part of the top only, as shown
Cigarettes in paper packages of 20 are carried more handily this way, and keep better; less likely to spill into your pocket

20 for 10c

If your dealer does not carry them, send $1 for a carton of 10 packages to The American Tobacco Co., N.Y. City

Guaranteed by
The American Tobacco Co.
INCORPORATED

"One of the advertisements in the big LUCKY STRIKE newspaper campaign—the National Magazines, billboards and street cars are telling the same story to millions of smokers everywhere."

Cigarette Exports Show Big Gains

ALTHOUGH exports of unmanufactured tobacco show a slight falling off for the eight months ended with August of 1917, as compared with the same periods in 1916 and 1915, and a decided falling off in the month of August, as compared with August of last year, the exports of cigars and cigarettes show tremendous increases.

During the month of August, 1917, we exported but 19,269,287 pounds of unmanufactured leaf tobacco, valued at $2,858, 443, against exports in August, 1916, of 93,982,472 pounds, valued at $11,580,527. This loss was caused by a great falling off in the exports to Denmark, France, Italy, the Netherlands, Norway, Sweden, the United Kingdom, China, Japan and Australia, although slight gains were noted in the exports to Portugal, Spain, Switzerland, Canada, and Mexico.

Although exports for the eight month period show great gains, cigarettes exported during the month of August amounted to but $488,985, as compared with $1,124,170 for the same month of the preceding year. This loss was principally in shipments to China.

The same condition was noted in the exports of other manufactures, which this August amounted to $129,671, as compared with $341,042 for the same month in 1916.

For the eight month period, however, all exports except in leaf tobacco, as mentioned before, showed great increases. The shipments of leaf tobacco, however, amounted to but 148,713,980 pounds, valued at $26,161,017, against 333,553,832 pounds, valued at $42,711,103, in 1916, and 264,133,356 pounds, valued at $32,856,934, in 1915.

The exports of cigarettes, though, are nearly three times what they were in 1916, and four times what they were in 1915, while the total exports of manufactures of tobacco, as shown in the following table, were not quite double those of the first eight months of 1916:

	1915		1916		1917	
	Pounds.	Value.	Pounds.	Value.	Pounds.	Value.
Leaf, suitable for cigar wrappers	3,318,629	4,228,277	5,123,111	7,689,079	4,174,236	5,331,941
Imported from:						
Netherlands	3,201,811	4,079,401	5,031,818	7,537,211	720,338	898,657
Canada	46,248	44,206	30,888	32,486	44,234	53,289
Cuba	48,985	97,947	55,572	118,033	78,455	154,942
Other countries	21,585	6,723	4,833	1,349	3,331,209	4,225,053
All other leaf	21,917,444	10,540,266	30,161,711	12,456,792	27,171,973	14,491,668
Imported from:						
Greece	943,605	446,009	7,646,613	3,538,038	3,423,805	2,107,718
United Kingdom	372,790	146,909	107,577	68,032	74,513	83,138
Mexico	332,685	57,921	2,761,422	230,419	129,002	84,307
Cuba	15,506,132	7,556,531	15,697,688	8,020,580	15,950,977	10,908,229
Other countries	4,762,232	2,332,896	3,948,411	599,723	7,593,676	1,308,276
Manufactures from Philippine Islands:						
Cigars and cheroots	652,590	857,958	920,089	1,110,112	1,671,427	2,001,646
Cigarettes	8,642	5,417	11,038	7,163	18,193	11,041
All other sources:						
Cigars and cheroots	277,306	1,666,173	337,312	2,084,814	385,398	2,458,256
Cigarettes	69,720	59,566	10,147	36,345	15,096	32,519
Total cigars, etc.	1,008,258	2,589,114	1,278,586	3,238,134	2,090,114	4,503,462
All other manufactures of	.....	71,657	.....	103,950	.....	103,318
Total manufactures	.....	2,660,771	.....	3,342,384	.....	4,606,780

Begin to Use Three-Cent Stamps November 2nd

ALTHOUGH imports of tobacco leaf suitable for cigar wrappers show a slight falling off, the imports of all other leaf and of all manufactures for the month of August show a decided increase over the imports of the same month of last year, according to figures now being compiled by the Department of Commerce, while all imports, except those of tobacco for cigar wrappers, for the eight months ending with August show large increases over the first eight months of 1915 and 1916.

During August, 1917, the imports of leaf tobacco suitable for cigar wrappers totaled 552,704 pounds, with a value of $605,973, as compared with 730,460 pounds, valued at $906,082 for the same month of last year. This loss was principally in the imports from the Netherlands, which, in August, 1916, amounted to $857,504, whereas this year they amounted to but $90; imports from Canada decreased from $12,960 to $2324, and from Cuba from $35,618 to $8236, but other countries which, last August, supplied nothing, this August furnished tobacco to the value of $595,323.

Imports of all other leaf in August of this year totaled 3,514,191 pounds, with a value of $1,947,892, against 3,400,143 pounds last August, with a value of $1,321,698. The principal increase from any one country was from $61,436 last August to $671,784 this August, in the imports from Greece. Mexico's imports fell from $93,487 in August, 1916, to $2652 in August, 1917, but the imports from other contries, not listed, jumped from $39,571 to $388,368.

The value of total manufactures of tobacco, for August, 1917, amounted to $510,537, a slight increase over the imports of August, 1916, which were $495,497. Much of this increase was caused by the jump in imports from the Philippine Islands, which this year furnished cigars and cheroots to the value of $332,336, against $216,561 for August, 1916.

Imports of tobacco and its manufactures for the eight months of 1917, ending with August, show a decided gain over those of the same period of 1916 and 1915, as detailed by the following table:

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of

SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

HAVANA LETTER

Havana Office: Perseverancia 8
Carlos Wintzer, Representative

Havana, October 24, 1917.

THE amount of business done by our leaf dealers, during the past two weeks, has been up to nearly the old time standard before the war, when, during the busy season some 15,000 bales or more still were handled in a week. The only difference between now and then was, that prices were low, the tobacco suited the purchasers and they were willing to stock up to an extent exceeding their actual needs for perhaps a year to come. This year, however, the crop is short and prices are higher than ever before for most grades.

The prospects of seeing any lower prices will have to be abandoned, as long as the war in Europe lasts, as the demand may exceed the supply, and as the cost of production is higher than ever. The only relief in sight for the cigar manufacturers is to raise their selling prices sufficiently to make a profit themselves. The old fogy, of selling cigars at fixed schedule figures, of five cents, three for a quarter, 10 cents, etc., seems to have been effectively killed in the United States, as we are glad to perceive by the perusal of the tobacco trade press, and if war is hell, it has at least helped the retailer to bury the old fogy. Former rules and habits cannot be relied upon any longer, and we are forced to conform to the changed times in order to march along and be up to date. The only thing, which instead of decreasing or disappearing, as the anti-tobacco fools would like to see, is the custom of mankind to seek solace in the enjoyment of the divine weed, and which through the war has gained a new impulse and a stronger hold upon mankind than ever before. Not only the soldiers are craving for the stimulus and the nerve quieting effects of tobacco, but also the stay-at-homes need the same to bear with equanimity the terrible news from the battle fields and the submarine catastrophies, as well as the air raids.

Remedios tobacco has been selling like hot bread, and while there still remain some lots for sale, the holders are, however, not willing to part with them at the ruling figures, but are insisting upon higher prices. Vuelta Abajo colas have been moving off strongly to supply the needs of our cigarette manufacturers, while the clean fillers are in fair demand. Partido resagos are less inquired for, as the clear Havana cigar manufacturers in the United States are doing less business, thanks to the craze of the smokers to prefer a shade-grown wrapper of Connecticut to a clear Havana cigar.

If Partido resagos should continue to be less inquired for, it might have the desirable result to do away with the cheesecloth industry in raising tobacco under cover, because while it produced lighter-colored wrappers it has injured, however, the quality of the leaf. There is no denying the fact that the taste is far inferior to the tobacco raised in the open fields and exposed to the rays of the sun. After all Nature cannot be improved upon by any human invention, unless suffering other defects as an inevitable consequence.

Our agricultural weekly report states, that a few planters in the far western part of the Vuelta Abajo have commenced to set out a few preliminary seedlings where the late hurricane of last month had not done any damage.

Sales during the past fortnight totaled 29,238 bales, and which divided represented: Vuelta Abajo and Semi Vuelta, 10,714 bales; Partido, 3004; and Remedios, 15,520 bales.

Buyers were: Americans on the spot, or through their commission merchants, 16,360; Canadians, 2887; exporters to South America, 1664; and our local manufacturers of cigars and cigarettes, 8327 bales.

Receipts of Leaf Tobacco from the Country

For two weeks ending Oct. 4, 1917.		Since Jan. 1, 1917.	
Vuelta Abajo,	18,440 bales	136,233	bales
Semi Vuelta,	362 "	8,341	"
Partido,	2,817 "	28,596	"
Remedios,	13,291 "	98,484	"
Totals,	34,910 "	271,654	"

Exports of leaf tobacco for two weeks ending October 13, 1917, totaled 12,893 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 7060; to Canada, 719; to Spain, 3450; to the Argentine Republic, 1634; and to Uruguay, 30 bales.

Buyers of Leaf Tobacco That Come and Go.

Arrivals: From New York—Jose Negreira, of Jose Negreira.

From Tampa—Ambrosio Torres, of Sanchez & Haya; Delfin Rodriguez and Isidro Grandazzo, of Salvador Rodriguez (Charles The Great Factory).

From Chicago—Manuel Vega, of Manuel Vega; and Candido Puente, of C. Puente & Company.

Departures: To New York—Emilio Suarez, Ernest Ellinger and Jose Negreira.

To Tampa—Higinio Diaz, Bernabe Diaz, Jose Sierra Corral, Jose Lovera, Delfin Rodriguez and Isidro Grandazzo.

To Chicago—Ben Rothschild and Julius Fernbach.

Cigars

All of our cigar factories are at the moment very busy in executing orders for the approaching holidays to the United States, and Great Britain, as well as to Spain, while all the other countries are rather slow in sending any orders just now. We submit our monthly statistics of the exports of cigars for the month of September, and with a comparison of the same period of last year, which is rather a poor showing.

Exports from Havana, from September 1 to September 30, 1916,	11,814,256	cigars
Exports from Havana, from September 1 to September 30, 1917,	8,310,202	"
Decrease in September, 1917,	3,504,054	"
Exports from Havana, from January 1 to September 30, 1916.	88,945,684	"
Exports from Havana, from January 1 to September 30, 1917,	72,796,530	"
Decrease during the first nine months of the year 1917,	16,149,154	"

(Continued on Page 18)

Patriotism and Profits

Many people believe that patriotism consists entirely of waving flags, cheering our troops and singing the National anthem.

Patriotism—real patriotism—is something more.

President Wilson said "Patriotism consists of some very practical things—practical, in that they belong to the life of every day and in that they are connected with commonplace duty."

It is our belief a good big measure of patriotism is in our commonplace duty to resist any temptation to exploit the purses of the people during these turbulous times.

We believe our practical and patriotic duty is not to exact undue profits nor to enact the role of profiteer.

We believe that commonplace patriotic duty should go hand in hand with common everyday commercial practice, and the very fact that Congress is levying a tax on undue profits proves that the lawmakers of this country are of a like mind.

So that, as long as our manufacturing department, with its unrivaled resources and facilities, can hold the cost of production of our nickel line to its present basis, we believe it our duty to not deviate from our present price policy on our nickel product.

Under prevailing conditions we are making a fair profit on these cigars, and the distributor and dealer also obtain a legitimate return for their activities.

The consumer is not being mulcted, but is receiving the greatest measure of value and quality possible for us to produce at the price.

Now we do not pretend to be able to forecast the future.

We are not prophets.

We do not know what time and conditions over which we have no control may bring forth.

We may be forced to make some revisions in either our prices or sizes, but at no time, present or future, under no conditions, now or in the days to come, will we attempt to create a barrage of high price behind which we can safely hide and force the consumer to pay the limit.

The creating of high price without giving the consumer a corresponding increased value, is a bit of camouflage, and nickel cigars wearing a six-cent mask have no place in our scheme of things.

The six-cent cigars that we have produced are real six-centers and carry every bit of value possible for the price.

If it comes to pass that higher prices must obtain for five-cent or six-cent cigars we will make our product measure up to the price and not down to the market—but we will stay in the nickel market as long as our present quality can be legitimately maintained.

If circumstances make it inevitable that our nickel product must go to six cents, the trade and the consumer may rest assured that the cigars will be worth six cents.

If smaller sizes at a nickel are more desirable, the same assurance of value will obtain.

But we will not cross this bridge until we come to it.

KEEP UP THE QUALITY is one of the big important factors in preserving the principles embodied in the Policy of this Company.

In these days of rapid-fire changes in the ciga: business, it needs not only a Policy to shape our course, but it is also essential that this Policy must have a CONSCIENCE.

This begets CONFIDENCE—the confidence o every man engaged in handling and marketing our product and the confidence of every man who consumes it.

We know what Consumer Confidence means—we know that confidence on the part of the public in our product and prices spells a healthy growing demand for all the cigars we can produce—honestly, honorably and with a conscience.

We are determined to deserve—and to that end, we have nailed our Flag of Policy to the mast of Public Confidence—now and for all time.

General Cigar Co., Inc.
119 West 40th Street, New York

By Special Appointment

To the Late King Edward VII

Philip Morris

The World's Oldest High-grade Turkish Cigarettes

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.

72 Fifth Avenue New York

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin.

Havana Letter

(*Continued from Page 16*)

Increases by Countries

Spain,	159,240	cigars
British East Indies,	46,500	"
British Africa,	40,175	"
Canary Islands,	20,200	"
Total,	266,115	"

Decreases by Countries

United States,	2,258,206	cigars
Great Britain,	460,399	"
France,	322,000	"
Australia,	192,220	"
Portugal,	124,800	"
Russia,	106,175	"
Denmark,	63,500	"
Argentina,	41,864	"
Gibraltar,	36,000	"
Egypt,	34,547	"
Peru,	31,500	"
Switzerland,	29,750	"
Sweden,	27,500	"
French Africa,	24,000	"
Brazil,	11,300	"
Total,	3,763,761	"

The standing of the ten principal countries, which last year imported over one million cigars from us, was at the end of September, 1917, as compared with September, 1916, as follows, viz.:

Increases

Spain,	3,212,349	cigars
France,	3,044,843	"
Australia,	326,566	"
Russia,	57,602	"
Total,	6,641,360	"

Decreases

Great Britain,	19,375,063	"
Denmark,	1,911,910	"
Canada,	691,519	"
Chile,	617,977	"
United States,	486,757	"
Argentine Republic,	344,544	"
Total,	23,427,770	"

The British Government allowed the British importers of cigars to increase their importations by fifty per cent. over the previous allotment, but with the condition that the last shipment of cigars must leave not later than the 29th of December from Havana. As all the importers are exceedingly busy and there is a scarcity of regalia cigarmakers, the chances are that most of these additional orders will not be executed at all unless the Government extends the time limit.

Romeo y Julieta is working as hard, as ever before the war, in order to be able to fill all the pending orders.

H. Upmann is likewise very busy shipping cigars to the States, Canada and South America.

Punch has no complaints to make, except that the scarcity of regalia cigarmakers prevents Manuel Lopez, the owner, from satisfying his customers about the quick despatch of pending orders.

Leaf Tobacco

J. F. Berndes Company, S. A., published the following circular on the fifth inst.:

"Due to circumstances connected with the actual European conflict, Mr. Charles E. Berndes, vice president, and in the executive committee of this company, has resigned before the general meeting of shareholders. In the same meeting and for the positions referred to, Mr. Jose R. Jurdan, Cuban citizen, has been elected to fill said vacancy.

"At present there are neither interests nor officers in this company of enemy nationality.

"(Signed) RENE BERNDES,
"President."

At the yearly meeting, held for the election of officers, of the Association of Leaf Dealers, Packers and Growers of Tobacco, of the Island of Cuba, there was re-elected as president, Manuel A. Suarez; elected as secretary, Angel Gonzalez del Valle; as first vice-president, Manuel Rodriguez; and the following vice-presidents: Jose Aixala, Jose R. Gonzalez and Pablo Perez. The directors of the leaf dealers are represented by Miguel A. Perez, Jose C. Puente, Ladislao Menendez and Mark A. Pollack. Directors for the packers are M. Fernandez Grau, Miguel Gutierrez, Leslie Pantin and Narciso Camejo. Directors for the growers are: Antonio Suarez, Manuel Junco, Hilario Muniz and Juan de la Puente.

The principal leaf buyers in the past fortnight were: Leslie Pantin, 4457 bales; Mark A. Pollack, 4173; J. Bernheim & Son, 3723; C. del Peso & Company, 2891; El Cuno, 2577; Cuban Land and Leaf Tobacco Company, 2222; Walter Sutter & Company, 1931; Jose Suarez & Company, 1635; Havana Production Company, 1591; Manuel Suarez Company, 1257; Allones Limited, 798; Calizton Lopez & Company, 637; F. Lozano, Son & Company, 750; and Hijos de Diego Montero, 335 bales.

The principal sellers were: Pertierra, Prieto & Company, 4115; Alvarez & Company, 2025; Leon & Delgado, 1980; Rodriguez, Mendez & Company, 1800; Garcia & Company, 1591; B. Diaz & Company, 1705; Manuel A. Suarez & Company, 1422; Ruperto Leon, 1304; Selgas & Company, 1277; M. Abella & Company, 1148; Jose F. Rocha, 1053; Jose C. Puente & Company, 1017; Gutierrez & Foyo, 730; Lozano & Miguel, 682; Thomas Benitez Leon, 650; Herrera, Calmet & Company, 505; Peso & Company, 443; Miguel Gutierrez & Hijo, 428; Munez Hermanos, 400; and I. Kaffenburgh & Sons, 300 bales.

Charles E. Beck has returned from his vacation in the United States, accompanied by his family.

Antonio Allones came back from his business trip to the States and Canada, accompanied by his son, and bringing back some good orders for their Ramon Allones factory.

Leslie Pantin, Jr., has been nominated as Vice-Consul, by the Republic of Portugal, for the port of Havana.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the last two weeks were: Sobrinos de A. Gonzalez, 5097 bales; Mark A. Pollack, 1509 bales; Virgilio Suarez, 1397 bales; Leslie Pantin, 1094 bales; Cuban Land and Leaf Tobacco Company, 837 bales; Allones Limited, 798 bales; Jose F. Rocha, 750

You Need the "Universal" Tobacco Stripping and Booking Machine Right *NOW!* WHY?

Because labor is growing scarcer and more costly every day.

Because one Universal and one operator will do the work of from two to three hand strippers.

Because present day conditions demand the most approved and efficient manufacturing methods.

Because the superior efficiency of the Universal is found in its ability to speed up production, save waste and produce a better product.

Because the Universal has been adopted as *standard equipment* by more than 750 cigar manufacturers using from 275 down to 1 Universal machine. What the Universal Tobacco Machine is doing for other manufacturers, it *will do* for you.

With our method of instruction, we can develop a hand stripper or a "green" hand into an efficient Universal operator in a few days.

Get a demonstration in your own factory with your own tobacco and under your own supervision.

Catalogue and prices on request.

Universal Tobacco Machine Company

79 Fifth Avenue, New York

Factory, 98-104 Murray St., Newark, N. J.

QUALITY HONESTY

Display the Box with the Famous Oval

LIPSCHUTZ'S

Nationally 44 Advertised

CIGARS

"44" Cigar Co., Inc.
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INTEGRITY DETAIL

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

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Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States

82 Wall Street . New York

bales; Menendez & Company, 698 bales; Hijos de Diego Montero, 594 bales; Garcia & Company, 586 bales; General Cigar Company, 534 bales; Manuel Suarez Company, 469 bales; J. Bernheim & Son, 465 bales; Jose Suarez & Company, 446 bales; Walter Sutter & Company, 385 bales; Maximilian Stern, 365 bales; H. Upmann & Company, 364 bales; Manuel A. Suarez & Company, 332 bales; Perez, Capin & Company, 266 bales; Ernest Ellinger & Company, 243 bales; J. F. Berndes Company, S. A., 231 bales; Havana Tobacco Export Company, 204 bales.

Oretaniv.

PRICES ADVANCE IN WASHINGTON

Washington Bureau.

SMOKERS in Washington are now paying a cent more on most of their tobacco purchases for nearly all of the dealers have added a penny to the price of their stocks to cover the taxes levied under the recently enacted war revenue bill.

The tax on cigars and tobacco provided in the bill caused the dealers to put up the price to the consumer. Not all of the dealers, however, have raised their prices, some of them waiting until new stocks are received, on which they will have to pay the tax.

The manager of one company operating a number of stores in Washington notified his branch managers to increase their prices, and cigars that have been selling at ten cents each were advanced to two for a quarter, while others that had been three for a quarter are now ten cents straight.

Some of the local dealers have increased the price of cigarettes, putting the five-cent packages up to six cents, but others are awaiting developments in the belief that cigarettes will be sold at the same prices as heretofore but that there will be fewer in a box.

An entire reorganization of the tobacco industry is looked for within a year by Henry T. Offterdinger, a local manufacturer, who recently explained the manufacturer's side of the tax effect. Mr. Offterdinger gave it as his opinion that there will probably be little change in prices to the consumer this month, but that after November 1st the retail price will commence to climb.

After the first of the month the ten-cent goods will probably be two for a quarter, he says, and those that have been two for a quarter will be fifteen cents straight. Some of the ten-cent cigars will be reduced in size. The wholesale price of five-cent cigars has already been put up fifty cents a hundred and most of these goods are now being sold at five cents straight.

That the cigar manufacturing trade will be revolutionized within a year is the belief of Mr. Offterdinger. He says that this must be done gradually because the manufacturers have supplies of boxes already on hand, but the size of cigars will be reduced within a short time and other changes made.

This is due as much to the shortage of tobacco and the withdrawal of cigar makers from the factories to accept better pay elsewhere as to any other cause, and the war tax is but one of a number of circumstances that the manufacturers will have to consider at this time. The war in itself, concluded he, would not have so greatly affected the consumer if the manufacturers were not already forced to unusual expenses in turning out their product.

Loyalty In Business

(*Continued from Page 6*)

means, and learns to be loyal to his highest understanding of right principle, loyal to "self," loyal to his organization and loyal to his customers, in the same proportion will this general spirit of loyalty pervade the organization as a whole.

The strength of a chain is dependent upon the strength of each individual link, and so a business organization is dependent upon the strength of character—the loyalty—of each individual in the organization.

I once heard a man say that he considered it impossible for a salesman to always be strictly loyal to both his firm and to his customers at the same time. This is absolutely a false viewpoint. Loyalty that will not work both ways is not true loyalty, and is not worth two cents to either an individual or to a business firm. If a salesman has a point of difference to arise between his firm and one of his customers, he must realize that his first demand of loyalty is that he be true to his highest sense of right, and in following this course, he cannot be disloyal to either his firm or his customer.

First of all, be true to the principle of right, and the other demands of loyalty will take care of themselves.

Selling The Dealer

(*Continued from Page 8*)

the country. No people, as a whole, travel as much as the American public. The days of never having ridden on a railroad train, or never having been outside of their county seat, are things of the past. Population is constantly moving about.

"The idea of nationalizing brands is, that once the consumer is made, no matter where he goes he can get the same brand and the same size at the same price. Doesn't that give you the chance to cash in on the efforts of some of your fellow-dealers? Isn't it better to actually identify yourself with what the public wants, so that in case of some unforeseen circumstance you wish to dispose of your merchandise, it will bring dollar for dollar?

"Mr. Dealer, I want you to smoke this Tom Moore cigar and I want you to become acquainted with this brand, so that you can judge for yourself the quality of our merchandise. I will endeavor to explain to you why it figures to be a factor in your business, and will also help you to increase it. (Here I present some 'argument plus' talks on quality, workmanship, present and past performances, etc.)

"Mr. Dealer, in order for you to get the picture how we, as manufacturers, feel, and the policy we pursue in marketing this brand, let me cite this instance: We will suppose that you have just returned from the

The Fragrant Aroma and Delicious Taste in

BACHIA'S Havana Cigars

is the result of the perfect blend of Cuba's choicest tobaccos, thoroughly matured.

Now in its fifteenth year, the BACHIA brand fully maintains its reliable standard of superior quality and uniformity.

We invite comparison with the higher priced imported cigar. Today more than ever the critical connoisseur must be fully assured he is receiving full value.

Remember the tariff duty increases the cost, but adds nothing to the original quality.

BACHIA cigars are on sale at all the leading Clubs, Restaurants, Cafes, and most places where FINE CIGARS are sold.

Made in thirty-two sizes
A size for every occasion
Selling from ten cents to thirty cents each

CAUTION
¶ Our trademark band on all our cigars is for your protection as well as ours.

R. A. BACHIA & CO.
MANUFACTURERS
43-47 West Sixteenth Street, New York City

Packed in extra heavy foil—it stays fresh
New Size 10c
Also in regulation tins 15c

This is the new

KIT Package

And it is the most desirable packing for pipe tobacco ever invented.

It snugs into the smallest possible space in your pocket.

It keeps the tobacco even better than a rubber pouch and its shape makes it more convenient to carry.

It gets smaller with every pipe load with no excess weight to tote.

It "pours" better than any other form of packing; no waste—more smokes.

Harmony is made of the five best kinds of pipe tobacco that grow and is *blended* in such perfect proportions that it smokes better, of course, than any one kind of tobacco alone.

Liggett & Myers Tobacco Co.

HARMONY

A Blend of Five Famous Tobaccos

mint with fifty brand-new twenty-dollar gold pieces. These twenty-dollar gold pieces you are going to loan to fifty of your friends and acquaintances. When it came to making a choice of these respective customers on this loan you would endeavor to analyze your prospects of getting back the twenty-dollar gold pieces, plus the accrued interest. This same principle obtains with Tom Moore. This is our franchise, and we are just as particular where we place it, as you would be with your twenty-dollar gold pieces.

"Mr. Dealer, Tom Moore will do you some good as well as ourselves, for with your support and the quality of this merchandise you will be able to build up a business; but if you doubt this, I am very frank to tell you that we are not out for charity business, and will have the patience to wait until such time as you are in a position to actively give Tom Moore your support. We would rather have one ounce of your cooperation than to have you pile this whole store full of our brands. It isn't what you buy of us, it is what you sell.

"Mr. Dealer, many times you have found yourself in this position, no doubt. A great many salesmen have come along with brands that you felt would not sell, but still on account of good fellowship you deemed it necessary to give this salesman a chance.

"Mr. Dealer, isn't it a fact, that business is becoming 'cold turkey' and just so long as you are going to allow good fellowship to interfere with your policy, you are going to be in the 'storekeeper' class, with a little of everything and not much of anything to sell, instead of the merchant class, where the dealer has always identified himself with some well-known manufacturers' products.

"Mr. Dealer, you say you have something just as good for less money. As a matter of fact, if such could be the case, wouldn't it be possible for one manufacturer to have all the business who was equipped to undersell all others on a quality basis? To carry out your line of thought, some clever manufacturer would be able to monopolize the entire cigar industry—and I believe it will be a long time before that condition will ever exist."

DUTY ON CIGARETTES IN NEW ZEALAND

Consul General Winslow has reported from Auckland, New Zealand, under date of September 8, that a further increase of 5s. ($1.22) per 1000 has been made in the rate of duty on cigarettes of the cheaper grades. The increase affects only cigarettes weighing not more than 2½ pounds per 1000. Tariff changes noted in *Commerce Reports* for September 25 included the addition of 3s. ($0.72) to the former duty of 17s. 6d. on cigarettes of the same grade. The two increases, amounting to $1.94 per thousand, make the present rate £1 5s. 6d. ($6.20) per 1000. To this must be added the primage duty of 1 per cent ad valorem charged on practically all imports into New Zealand as a war revenue measure.—*Commerce Reports.*

SALE OF SUMATRA TOBACCO IN AMSTERDAM

The third public tobacco sale this year in Amsterdam where foreigners were purchasers was held September 21. Altogether 18,650 packages (one package equals 179 pounds) of Sumatra were sold. Buyers for American firms took 2575 packages and paid very high prices, ranging from 3.75 to 5.81 florins ($1.51 to $2.34) per half kilo (1.1 pounds), the average being 5.20 florins ($2.09).

The average price of Sumatra sold at the two preceding public sales this year was only 2.40 florins (96½ cents). But the price paid by American buyers at the second sale, held July 13, 1917, averaged 4 florins ($1.61) per half kilo.

The high prices at the last sale were due to the excellent quality of the kind specially desired by the United States, and also to the relatively small quantity offered and the doubtful prospect of the receipt of further supplies in the near future.

Other kinds were sold to buyers of other nationalities at prices ranging from 2.10 to 4.40 florins (84 cents to $1.77) per half kilo, the average being approximately $1.20.—*Commerce Reports.*

THE 1917-1918 CIGARETTE TOBACCO CROP

Although earlier forecasts on this year's tobacco crop of old Greece were optimistic, owing to the great area planted as a direct result of the high prices prevailing last year, lack of rain during the past two months has caused a serious falling off in the probable amount of the crop, as far as an excess production was anticipated.

The quality of the plants remains excellent, and very high prices are anticipated, both on account of the high level set in prices during last year and because of the fact that it is reported that several large combinations are in the field endeavoring to secure a larger proportion of the crop, and competition is expected to be keen.

PROTESTS RED CROSS TOBACCO FUNDS

The purchase of tobacco with funds contributed to the Red Cross has caused some protest from religious societies in various sections of the country. These societies, composed almost entirely of women who, of course, do not themselves use tobacco, take the stand that the use of tobacco is a harmful habit, and fail to recognize the fact that, even if such was the case, which it is not, the comfort and cheer it would give the soldiers would more than offset any bad effects that might come from smoking a pipeful of tobacco after a hard, long day's work in a water-filled trench.

While the sending of tobacco to the troops has brought forth some protest from certain quarters, these protests, in turn, are arousing storms of indignation on the part of equally respectable persons who are doing their utmost to send a little cheer to the men across the sea.

The sending of tobacco will not cease, it has been announced, because of any action of misguided persons who would, if they could, have all comforts cut off, and the collection of contributions for tobacco packages for the troops still has the sanction of the War Department, and will continue until the end of the war, without a doubt.

Men Who Smoke

Bold cigars do so with the conviction that they have not erred in their judgment. Men of brains, men of brawn are among the many who have confidence in BOLD quality.

Such confidence shall never be abused but shall be our guide in making

BOLD

the cigar

"Above All"

BOBROW BROS., Philadelphia

Mr. Dealer—This Sign on Your Window —

JOHN RUSKIN CIGAR 5¢

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at 5¢ and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.
The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

BAYUK BROS.
"HAVANA RIBBON"
5¢ CIGAR
THE PERFECT CIGAR

LA FLOR DE R. A. BACHIA Y CA. TRADE MARK HABANA
BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD
A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Danville, Va.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

What Do You Know About Rent?

(*Continued from Page 7*)

a check you can overcome the risk of dealing with an agent, for when the check is made out to the owner, an agent merely serves to receive the paper and turn it over to the landlord for endorsement.

A progressive business man should consider the rent he pays as one of the most legitimate and one of the most necessary costs in his business. Naturally he should try to keep this item down, but he should not make the mistake of saddling this expense on any one part of his business. If you operate a chewing-gum stand, part of your rent expense is a share in the cost of operating the gum stand. Just because one department of a business makes more money than another part is no reason why it should carry the rent expense for the whole business.

The most equitable way to dispose of the rent charge is to consider it an item of general expense and let the burden be carried by the several departments into which your business is divided. When you wish to pro rate this, simply let each division or department stand its share, on the basis of the ratio existing between the cost in one department to the whole cost of doing business.

Such an arrangement is perfectly fair unless your arrangement of departments necessitates an unequal division of floor space. If one department requrres more of the rented space for its share of the business, this department should naturally be charged with a proportionate share of the total rent.

As rent is usually one of the largest items of expense in any business, it bears an important relation to the discussion of profits. Rent should be watched with a wary eye. It is like the famous Æsop's camel who wanted to share his companion's tent. First the camel wanted space for his head. Then he asked to be allowed to put his shoulders inside. Soon the camel owned the tent and the traveler was left out in the cold. Rent is very liable to eat up such a large share of gross profits that a merchant's net profit may be a very small or indeed an undiscoverable item.

The Union-American Cigar Company has declared a dividend of one per cent., payable November 15, 1917, to stockholders of record November 1, 1917.

The Tobacco Products Corporation, it is announced, will shortly declare an initial dividend of $1.50 a share on its common stock.

Prices on Manila cigars have been advanced by the Gunst Stores. The two-for-five line is now three-for-ten.

The "Advertised Brand"

(*Continued from Page 5*)

bear description here. It may include the use of several or all of the regular channels of publicity. Of a certainty, however, it will have for a foundation genuine quality, distribution and the creation of a nucleus of actual smokers among the public. I claim that a dealer is not so much interested in the steps by which a manufacturer achieves prestige for a cigar as he is in the fact that the prestige has been achieved. The province of a cigar merchant is not to tell the people what they want, but to *sell* them what they want. The dealer is a public servant. If he will drift with the current of public desire, it will carry him to success. If he tries to stem the tide with the barrier of his own ideas, the torrent will overwhelm him and he will be buried in the sands of failure.

"Here is a cigar that I will wrap up for you in beautiful foil and tissue," says the cigar salesman to the man with the hotel cigar-stand. "I will put your own name on the box—'Simpkins' Special'—and I will imprint it on the tissue wrapper. It will be all your very own."

The cigar dealer's vanity is thus appealed to. All of us like to see our name in print. It is of no use to deny it; the biggest and the littlest of us are alike. And so the hotel-stand man signs up for a lot of the "Simpkins' Specials." But does the hotel man stop to realize that, no matter how big a man he may be in his own town, the bulk of his patronage comes from people who live in other towns, people who never heard of him before in their lives? If the hotel man is fortunately so big that everyone in the country knows him, his own name on his cigar is an asset. If his would-be patrons do not know him, in nine cases out of ten his name is a *liability*.

Nothing that a man buys does he view with so much distrust as his cigar. A man will dash into a tailor shop and pick out a fifty- or a hundred-dollar suit in a minute. The same man may linger over a showcase for five minutes to make sure that he is not being "stuck" on a ten-cent purchase. The cigar that he buys right off the bat, on the jump, without hesitation and with absolutely no chance of a comeback, is *the cigar that he knows*. If he is from, say, Pittsburgh, he will pass up every other brand in the case for the one that is sold in his own home town. That same cigar may be one that he would never buy in Pittsburgh; very likely he smokes some other brand there. But if his favorite brand is not to be found in the showcase he will in ninety-nine instances out of a hundred pick a cigar that he remembers having seen before, back home. This psychology holds true in every other line of merchandise.

The traveling public wants brands that are sold

Packed in extra heavy foil—it stays fresh
New Size 10c
Also in regulation tins 15c

This is the new
KIT Package

And it is the most desirable packing for pipe tobacco ever invented.

It snugs into the smallest possible space in your pocket.

It keeps the tobacco even better than a rubber pouch and its shape makes it more convenient to carry.

It gets smaller with every pipe load with no excess weight to tote.

It "pours" better than any other form of packing; no waste—more smokes.

Harmony is made of the five best kinds of pipe tobacco that grow and is *blended* in such perfect proportions that it smokes better, of course, than any one kind of tobacco alone.

Liggett & Myers Tobacco Co.

HARMONY
A Blend of Five Famous Tobaccos

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Classified Column Page.
Try it.

everywhere. Ladies go into a candy shop to buy a box of chocolates. They look over the assortment of tempting titbits. "I do wish I could get Smith & Jones' chocolates here. I always buy them back home. They're delicious. But I don't see them. I guess I'll take that box of So-and-So's. They must be all right, because they're sold everywhere."

The owner of a big downtown drugstore said to me not long ago: "I'm through with everything except the popular merchandise. Take the item of tooth-paste, for example. I have as fine a tooth-paste as can be made. It pays me more profit than I make on Colgate's. It is every bit as good. But I can sell ten tubes of Colgate's while I am trying to talk a customer into buying my own brand. It's the same with talcum powder, cold cream, cough syrup, headache remedies and a thousand other items. Our profit is less on the well-known brands, but we make it up because we don't have to talk to sell them. All we have to do is wrap them up. The customer comes in and asks for them, planks down his money, goes out, and that's the end of it. The customer is pleased with his purchase, because he got what he wanted. That's half the battle. If I do sell him some of my own stuff, or something that he isn't familiar with, he's only half sold. He goes out skeptical about the quality of what he has bought, and it doesn't take much to convince him that the stuff isn't right after he uses it. I've had my lesson, and I'm going to play the game from this time forward along the lines of least resistance."

The foregoing is substantially word for word the verdict of one of the most successful druggists I know. He has learned that the public doesn't want to be reformed; it wants to be accommodated. People may buy merchandise they don't really want, and make no comment because they don't like to give offense, but the next time they are likely to go elsewhere to buy. There's more consideration in the makeup of the average man than we usually give him credit for. Before I was in the cigar business I have often stepped into a cigar store, looked around for my favorite cigar, and then, not finding it, but feeling that somehow it would be discourteous to indicate my special preference, I have bought the brand selected for me by the dealer. Sometimes I got along very well with what he sold me, but more often I have quietly dropped the cigar in the street after smoking it for a block or two. It may have been just as good a cigar as the one I wanted, but I had gone into the store with my mind made up that I wanted a certain thing, and I had not attained my object. Auto—suggestion, under such circumstances, will make a man believe that he got the worst of the bargain, no matter how good the substitute may be.

Unfortunately for the progress of mankind, the human mind does not operate with uniform and absolute logic. Our mental processes instead of always following the straight, smooth road of reason, sometimes wander off into the bogs of uncertainty and the forests

of prejudice or passion. Obstinacy impels us to make sudden, quick turns, to prefer the rough stones of blind whim to the even pathway of open-eyed reason.

Upon no other psychology can we account for the attitude of some dealers toward the "popular brand." They will buy liberally and push energetically almost any brand that comes along, but the very moment a cigar begins to "sell" they have no use for it. They will take such a brand out of the showcase and put it in the wallcase. When the brand becomes still more popular they will take it out of the wallcase and hide it under the counter. The smoker who comes in to buy his favorite cigar can get it, true, but he first must chloroform the dealer or knock him out with a club. How can we account for this? The antipathy of some dealers to goods that sell fast is not caused by the profit on such goods being smaller. As a rule the best sellers in cigars carry a good profit, and may be purchased in quantities on "deals" which show a liberal margin. Popular brands sell fast enough to justify a merchant in buying a quantity deal.

I once knew a man who operated a cigar stand in a prominent hotel in one of our large Western cities. He started out with a representative showing of all the leading national sellers and did a wonderful business. For some reason never explained, this man's policy completely changed. He developed a sudden prejudice against any cigar that was widely known. One by one he discontinued practically all the leading brands. He substituted imitations and "long-shots," and his case became filled up with "white hopes" that never matured. To all the salesmen representing the standard brands who protested the dealer said: "I am getting by with these brands that you call 'unknown.' I've got a lease here for five years that prohibits the hotel from selling any cigars but mine. The people who stop here will buy the cigars I carry—and they do buy them. I'm getting as much business as I ever had." He saw the trade that purchased; he did not see the trade that went outside. His showcase full of private labels and unknown brands created distrust in the minds of the guests. They might buy one of his cigars if they could not get what they wanted, but they remembered the next time they wanted a smoke. This stand did a good business on newspapers, magazines, gum, candy, etc., and the business as a whole kept its own. But the business of the hotel increased each year, and the business of the stand practically stood still.

What happened was this: Two cigar stores opened in the same block, one across the street and one only a few doors from the hotel. Both stores specialized on nationally known brands. These two stores drew probably twenty-five per cent. of their trade from the hotel. Men walked straight by the hotel stand and went outside to buy what they wanted.

One afternoon I asked the girl at this stand for one of my brands. She did not know me. She said: "We don't carry that. Here is one that is practically the same thing."

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
90 Wall St., New York

JOSE F. ROCHA — Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 — HABANA, CUBA

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

Cork Tips **Cork Bobbins**

BOUCHER CORK & MACHINE COMPANY, Inc.

122-222 WEST 18TH STREET NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of LEAF TOBACCO

Office and Warehouse, 15 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

I took a cigar and asked her: "Don't you get any calls for the ——?"

"Oh, occasionally," she replied, "but not many."

She had been instructed, of course, by the proprietor.

Later in the afternoon I had occasion to wait in the lobby for a man with whom I had an appointment. I sat down in a leather-cushioned chair near the cigar stand. In the course of possibly twenty minutes I counted no less than six different men who walked up to the case and asked for my cigar. I thought to myself:

"This dealer thinks he is hurting me and the factory I represent. So he is. But he is hurting himself the most, because some of those men will buy elsewhere whenever they get the chance. It has taken distribution among hundreds of thousands of dealers all over the United States to make my brand what it is today. This dealer cannot kill my brand. The people like it. They will buy it somewhere; if not at one place, then at another. The cigar would pay him a good profit—nearly as much, I dare say, as most of the brands he has in the case, and it would turn his money over twelve to twenty-four times a year, whereas I would wager that his turn-over on the majority of the goods he is now carrying does not average four times."

These reflections comforted me. I perked up and decided to postpone committing suicide until the following morning. When morning came I still felt good enough to justify my living. Time went on. The business on my brand continued to grow, not only in the territory in which I am particularly interested, but throughout the United States. My friend who runs the hotel stand is still making a living. He can get along without me, no doubt of it. And I can get along without him, too. But how much better it would be for both him and me if we could work together! He is making money, undoubtedly. But he could make still more by "cashing in on the 'advertised brand.'"

(The next article in this series will be "The Relation of the Turnover to the Cash Discount." It will appear in the December 1st issue.)

The General Cigar Company, Incorporated, announces to the trade the price of their nickel cigars will remain the same but that an increase will be added to the ten-cent lines and that there will be changes in sizes.

Labor troubles are again threatening the cigar manufacturers. Lucky are those who have placed their orders early for holiday goods. Luckier still are those who have a large stock of goods on hand. A smokeless Christmas would be no Christmas at all.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration (see Note A),	$5.00
Search (see Note B),	1.00
Transfer,	2.00
Duplicate Certificate,	2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LOMA VISTA:—40,407. For all tobacco products. September 8, 1917. Robert Lee Olive, Kansas City, Mo.

CAMOUFLAGE:—40,408. For all tobacco products. October 6, 1917. Moehle Litho. Co., Brooklyn, N. Y.

GARABED:—40,409. For all tobacco products. October 9, 1917. American Litho. Co., New York City.

GARABED T. K. GIRAGUSSIAN:—40,410. For all tobacco products. October 9, 1917. American Litho. Co., New York City.

DON NUNO:—40,413. For cigars and cigarettes. October 8, 1917. Compania General de Tabacos de Filipinas, New York City.

GOBERNADOR:—40,414. For cigars and cigarettes. October 8, 1917. Compania General de Tabacos de Filipinas, New York City.

FURLOUGH:—40,415. For cigars, cigarettes and tobacco. October 4, 1917. American Cigar Co., New York City.

PHILTOCO:—40,416. For cigars, cigarettes, chewing tobacco and leaf tobacco. October 5, 1917. Philippine Tobacco Co., New York City.

STRAIGHTAWAY:—40,417. For cigars. October 6, 1917. Edmund F. Fitzpatrick, Albany, N. Y.

MANILA BAY:—40,418. For cigars, cigarettes and tobacco. October 11, 1917. Compania General de Tabacos de Filipinas, New York City.

CUBAN AMBASSADOR:—40,419. For cigars and cigarettes. October 9, 1917. Harry Weiss, New York City.

KARD VEDJECY:—40,420. For cigars, cigarettes, cheroots and tobacco. October 15, 1917. M. Rippenbein, Perth Amboy, N. J.

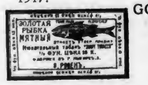
ANDRADA:—40,422. For cigars, cigarettes and tobacco. October 17, 1917. Compania General de Tabacos de Filipinas, New York City.

TRANSFERS

LOYAL AMERICAN:—14,493 (Trade-Mark Record). For cigars. Registered February 13, 1895, by Loyal American Cigar Mfg. Co., Detroit, Mich. Transferred to Detroit Cigar Co. (Louis Herczeg, Prop.), Detroit, Mich., October 6, 1917.

DON NUMO:—No. 16,126 (Tobacco World). For cigars, cigarettes, cheroots. Registered September 8, 1908, by Heywood, Strasser & Voight Litho. Co., New York City. Transferred to American Litho. Co., New York City, September 28, 1917, and retransferred to Compania General de Tabacos de Filipinas, New York City, October 1, 1917.

AGUILA REY:—24,784 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered August 9, 1912, by Roland Alexandria Cigar Co., Tampa, Fla. Transferred to Hygiene Cigar Co., Tampa, Fla., October 11, 1917.



GOLD FISH:—25,880. Tobacco leaf for snuff. Registered July 27, 1903, by Charles Rosen, New York City. Transferred to Isaac Rosen, New York City, September 10, 1917.

HOLLAND CUTS OFF GERMANY'S TOBACCO

Special dispatches from The Hague, Netherlands, which have just reached this city, state that it is reported that as a result of a difference between the Dutch Industrial Commission and the German Zentral Einkaufs-gesellschaft concerning the price which Germany should pay for manufactured tobacco, the Dutch Government has prohibited the exportation of this kind of tobacco to Germany.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

For Sale.

FOR SALE—SECOND-HAND CIGAR STORE OUTFIT, show cases, zinc-lined tobacco cases and humidors. Address 4057 St. Clair Avenue, Cleviand, Ohio.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Wanted.

WANTED—THOROUGHLY EXPERIENCED SUCTION FOREMAN, who can speak Hungarian, Slavish and Windish, as head foreman for daily production of 120,000 ligars. Highest salary paid best man. Box 222, "Tobacco World."

WANTED—THOROUGHLY EXPERIENCED PACKER FOREMAN for Up-State factory, who is capable of handling production 100,000 a day. Saary no object. Box 224, "Tobacco World."

GOOD FACTORIES IN FIRST DISTRICT (Pa.), making Union cigars, and in Ninth District (Pa.), making non-Union cigars, can place their goods with best jobbers in Eastern territory through the writer on a commission basis. Address T. C., Box 223, "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

WANTED—TO BUY OUT A CIGAR FACTORY that makes five-cent cigars. State capacity per day, and amount of capital required. Also if you sell to jobbers or retailers. Box 221, "Tobacco World."

PLAYERS HELP TOBACCO FUND

An auction of wool wristlets, knitted by the girls connected with a show recently playing in Washington was effective in securing considerable money, which was turned over to a local newspaper to be added to a tobacco fund which has already reached nearly $4000, the proceeds of which will be expended in purchasing tobacco packages for the boys in France.

The wristlets which were auctioned off were of the regulation army pattern, and the idea was that the purchasers were to send them to soldiers, thus giving the troops a double donation. The wristlets went quickly, many of them being turned back to the makers to be auctioned off again.

The Tobacco World

Established 1881

Volume 37 | November 1, 1917 | No. 21

TOBACCO WORLD CORPORATION
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H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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CUBAN OFFICE: Perseverancia, 8, Havana, Cuba.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

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RACINE, WIS., - - - - U. S. A.

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WM. F. COMLY & SON Auctioneers and Commission Merchants
27 South Second Street, Philadelphia
REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave.,
NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS
AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET,
LOUIS G. CAVÉ, Mgr.

CIGAR LABELS OF HIGHEST QUALITY
CIGAR BANDS
SHOW CARDS
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LITHOGRAPHIC SPECIALISTS
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CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
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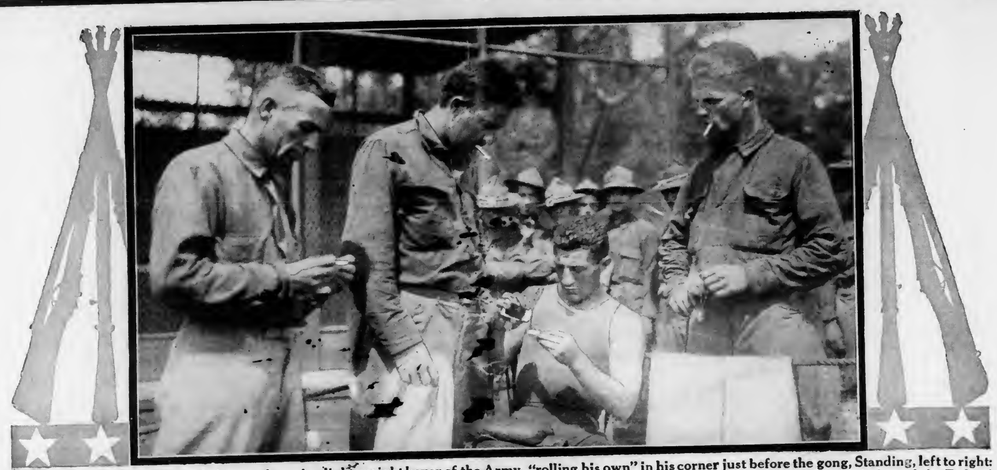
B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City



Danny Goodman, First Illinois Infantry, champion light-weight boxer of the Army, "rolling his own" in his corner just before the gong, Standing, left to right: Billy Williams, champion bowler of the Army; Jack C. Felker. champion heavy-weight of the Army; Carl F. Timmersman, former pitcher of the Federal League and the White Sox. Photographed at New Braunfels, Texas. Grandstand of Baseball Park in background. Look for the famous muslin sack.

Uncle Sam's Champion Athletes "Roll Their Own"

There's no finer body of men in the world than Uncle Sam's khaki-clad soldier boys—and they smoke the "Makings" to keep feeling fit and cheerful. If *you* don't know why, its high time you learned. Listen:—

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to **"roll your own"** with

GENUINE

"BULL" DURHAM

TOBACCO

The "Makings" of a Nation

A Suggestion To Pipe Smokers

Just try mixing a little genuine Bull Durham Tobacco with your favorite pipe tobacco - its like sugar in your coffee

Guaranteed by

The American Tobacco Co.
INCORPORATED

"The Makings of a Nation" — Mr. Dealer: Please consider the significance at this time of this first slogan.

"Like Sugar in Your Coffee" — Try for yourself mixing "Bull" Durham with your favorite pipe tobacco and see how true is the second slogan.

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VOLUME 37 NO. 22

The TOBACCO WORLD

NOVEMBER 15, 1917

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You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

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La Flor de Portuondo

"EL GRANDE"

The Juan P. Portuondo CIGAR MFG. CO.

PHILADELPHIA

ROCKY FORD CIGAR

HAND MADE — DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c—2 for 5c and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

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San Felice CIGARS

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reduce selling cost~ because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

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Everywhere

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Selling at 5 cents Straight
Ask Your Jobber
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Manufacturers
Office 117-123 S. 2nd Street, Philadelphia, Pa.

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Quality Cigar Labels and Bands
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129 FIFTH AVENUE, NEW YORK
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Selling Agents for Heywood, Strasser & Voig Litho. Co.
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of the Highest Quality
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AUGUST KUTTNAUER, General Representative, 235 FIFTH AVE., NEW YORK

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The Leader in all the
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CHANCELLOR
The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

Volume 37

THE TOBACCO WORLD

Established 1881

Number 22

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 15, 1917 Foreign $3.50

The Opportunities of the Holiday Business

By Harry A. Earnshaw

CHRISTMAS is the world's holiday. It is a time of good cheer. Its message is "Peace on Earth, Good Will to Men." By a sad and colossal misfortune, the holidays of 1917 find the world still without peace, and with ill will instead of good filling the hearts of nations. The minds of men are burdened with anxieties; each hour adds to the multitude of complex problems to be faced and solved. Under these circumstances, to her troubled disciples the nepenthe which Tobacco brings is thrice welcome in this year of our Lord Nineteen-Hundred-and-Seventeen. As servitors in the Court of Nicotine the tobacconist, therefore, is an officer of high degree and honorable standing. He needs to make no apology for his existence; he lives by virtue of the wish and demand of the great Public. He is a necessity, and never before have his wares been so much in demand nor his services so thoroughly appreciated.

To what extent this year the average cigar dealer will rise to an appreciation of his responsibilities and his opportunities remains to be seen. I think it safe to say, however, that in the past the average dealer has not cashed in on over sixty per cent. of the possibilities of the holiday business. He has been a good buyer but a poor seller. Of the millions of cigars in holiday or special packings which are bought every year by the cigar dealers, it is probable that half are still in the hands of the retailers after January first. By more wide-awake and constructive merchandising methods, the retail trade could not only eliminate practically all carry-over of special packings, but could greatly increase the volume of business as a whole.

Let me say right here that the special or holiday packing is a nightmare to the average factory. The business has developed only because of the demand on the part of the dealer, and a sincere desire on the part of every reputable manufacturer to co-operate in every way possible with the retail dealer. But the dealer has not made use of his opportunities. The special or "fortieth" packings, which actually cost the factories from $2 to $5 additional, have been given to the trade at the same prices as the regular packings. The zealous cigar salesman year after year has used the familiar old argument: "If you don't sell 'em during the holidays, you can use 'em afterwards for regular stock."

With this thought in the back of his head all the time, the dealer has bought generously, but allowed his enthusiasm to die out before the goods came in. The thought that his holiday purchases did not cost any more than his regular stock, has left the dealer without any particular incentive to push the seasonable merchandise. It is only natural for him to reflect, subconsciously: "Oh, well, what's the use of worrying! If I don't sell this stuff now, I can get rid of it later."

The factories and jobbers have suffered through the heavy buying and the subsequent indifference of the merchant. There is a falling-off in volume in January each year that is tragic. The cigar trade gets "the blues." The dealers are overstocked, the bills come due, and some dealers even find it difficult to get sufficient money in hand to rehabilitate their stocks of staple items.

At this writing it seems a certainty that this year the manufacturers of all the standard reputable brands will charge extra for "fortieth" or special packings. In my opinion, this will prove a blessing in disguise for the retail dealer. He will buy more judiciously, and after he has bought, he will make a greater effort to turn the merchandise back into capital and profits.

The ambitious cigar dealer will drop the role of buyer this year, and consider himself a salesman. He will get into action at once—without the loss of another day. He will focus his thoughts and energies upon this one idea: "How can I secure a large volume of holiday business?" To this one object he will centralize all the instrumentalities at his disposal.

I know one dealer who left his store every day during the first two weeks of December last year. He had a list of all his customers who had bought any quantity of cigars for gifts from him the year previous. He first made it his business to call on each one of these at their places of business. He was surprised to find how ready they were to let him into their offices and talk over their requirements. Usually he carried samples of his best offerings. He knew in almost every case what brand his customer had bought previously.

He secured substantial orders from practically every man he called on.

This dealer went further with his solicitation. He called on the presidents of a number of the largest banks, and among this class of trade alone he sold over ten thousand cigars, mostly two-for-a-quarter sizes. He then followed up his idea by going after some of the large industrial concerns. He found one single large firm whose holiday purchases amounted to seven thousand five hundred cigars annually. Unfortunately, he did not land this order because it had already been placed, and for lack of time he could not get to see many of the firms whom he had on the list. But he did a splendid business, and he resolved to repeat the plan every year, and start even earlier.

One secret of this chap's success was that he sold service to his customers as well as cigars. He obtained distribution lists from each customer, and delivered to the customer's place of business the number of cigars called for by the list. The boxes that were for gifts outside of the customer's place of business, the cigar dealer dispatched by parcel post or express direct from the cigar store. Prepaid transportation charges were added to the bills for the cigars as a separate item. Boxes sent by parcel post were insured, and the cost also added to the dealer's bill. The bother of wrapping, addressing and shipping gift cigars is a bigger consideration with most customers than the cost of the cigars. The dealer, who will relieve his customer of all this detail and trouble, has found a way to the average busy man's heart.

I have often wondered why more dealers do not make use of this idea. One dealer put a card in his window last year, reading as follows:

LET US SEND OUT YOUR CHRISTMAS CIGARS

We attend to everything—wrapping, addressing, mailing. Come in and pick out your present NOW. All staple brands.

In the window was a box in a corrugated shipping carton. The top of the carton was left up to show how carefully the box was protected. A label on the side read

FROM H. A. BLANK

_____

_____

TO JOHN SMITH

NEW YORK, N. Y.

HANDLE CAREFULLY

The package bore postage stamps, and was all ready for mailing. This *visualized* the dealer's offering of service. It was a skillful use of the power of suggestion—which, by the way, is a subject worth studying.

Hundreds of thousands of men will be away from home, relatives and friends this Christmas. Many are already in camps or cantonments, and others are being mobilized every day. If the dealer does his part, each and every man will receive tobacco, cigarettes or cigars from someone at home. The thought merely needs to be pushed to the attention of the public. Where newspaper space is not too expensive, I see no reason why a retailer should not do some advertising during the early part of this month. Here is just a suggestion for an ad:

THE SOLDIER BOYS

The folks at home are sending cigars, cigarettes, etc., to the Boys in camp.

Will *your* boy get his package of smokes?

Let me help you select your Christmas gifts.

JOHN SMITH

High Class Tobacconist 412 SMITH AVE.

When The Soldier Boys Get Their Xmas Mail

will there be a package of smokes for your boy, your brother, sweetheart or friend?

Come to the store and let me help you. I know what would please him. Prices to suit every purse.

I will attend to the packing and mailing for you.

SEND CHRISTMAS CHEER TO YOUR SOLDIER OR SAILOR BOY NOW

Millions of Christmas packages of tobacco, cigarettes, pipes, etc., for our Boys in the Army and Navy are being sent forward NOW.

You must get *your* packages started at once if you want your Soldier or Sailor Boy to get *his* present when the Christmas mail comes in.

Let me help you. Prices to suit every purse, I will save you the trouble of packing and shipping package.

WHEN THE CHRISTMAS MAIL COMES IN

will your boy, your brother, sweetheart or friend get a package of "smokes" as well as the rest of the fellows?

Buy your cigars, cigarettes, pipes, tobacco, etc. NOW. We pack and ship the goods for you.

These ads need not be copied exactly. I have intended them only as suggestions. With a little thought any dealer will be able to adapt and probably improve upon them.

Postcards or circular letters may be sent out to a list of your customers; nor would the average man take it amiss if you or your clerks should personally mention the matter when he is in your store.

People respect a live merchant, and the use of the means I have suggested, as well as any other plans that may occur to any dealer, will not only result in the securing of some holiday business, but will serve to fix the identity of the dealer so prominently in the minds of the people he solicits that he will secure valuable publicity, and results that will be felt long after the holidays.

What method or methods the leader uses is not more important than that he shall do *something* to realize upon the possibilities offered by the holiday season. The ambitious cigar dealer will not be satisfied with waiting behind the counter to take what business comes in naturally. In any line of trade, you must go out and drive the business in, if you want to rise above the dead level of mediocrity.

By the time these lines appear in print, it is likely that arrangements will have been made which will permit of the retail cigar dealers carrying in stock kits, selling at various prices, which may be forwarded through the Red Cross free of charge to individuals in our expeditionary armies. The different tobacco companies early arranged with the Internal Revenue Department to make up kits free of revenue or other taxes. This permits of generous value being given the purchaser. I would like to see, however, some plan perfected whereby the actual kits could be sold in cigar stores. If jobbers could secure such kits, their salesmen would consider it a patriotic duty to secure wide distribution for them through the retail trade. The dealer on his part would take an active interest in pushing their sale. A plan of this kind would work two-fold advantage: it would, I am sure, secure vastly greater contributions from the general public, and it would partly compensate the dealers for the large aggregate loss in sales resulting from the withdrawal from the country of our army, which will eventually number two million men or more. I believe many persons would buy tobacco in its various forms, for sending away to our soldiers, if they saw the actual package on sale, who perhaps would not be influenced by a mere poster asking for a contribution which had to be sent out of town.

Every dealer should resolve to clean up his stock this year. With the shortage in many lines of cigars, and the continually advancing prices, there is no excuse for any dealer carrying over into 1918 old or slow-moving goods. If you have odd boxes of various brands that have been on hand for some time, put them up on the counter, with a price on them that will move them quick. Capital that is sleeping might as well not be in the business. Remember that every box of "dead ones" in your stock represents from $1.75 to $5 of your money that is tied up. You are losing not only the interest on that money, but the profit which you could make with it if it were invested in salable, quick-turning merchandise. With the big demand that should prevail this year, there ought not to be a box of dead merchandise anywhere in the United States January first.

Making the most of the opportunities of the holiday business, in brief, calls for the concentration of all the means at the disposal of the merchant,—the putting in of timely, attractive window-displays, the decoration of store interior and the display of goods; the use of showcards; the employment of some form of advertising:—newspapers, circulars, postcards; and personal solicitation. If the merchant will couple these instrumentalities with merchandise of high quality and known value, priced to show him fair and reasonable profit, he will get a bigger business this year than he ever did before.

Success is the sum of intelligence plus energy. Know what and how to do, have the ambition or force to do, and you will get results.

Our Country's Financial Position

BULLETIN ALEXANDER HAMILTON INSTITUTE

	—Per capita— Debt	Wealth	Percent debt on Wealth	—Per capita— Taxes	Income	Percent taxes on income
United States	$126.2	$2,427.1	5.2	$31 06	$388.3	8.0
E gland	586.9	1,847.6	31.8	69.56	260.9	26.6
France	600.0	1,375.0	43.6	40.00	175.0	22.8
Russia	125.0	286.0	43.1	11.43	42.85	26.6
Germany	357.1	1,114.3	32.0	21.50	147.1	15.3

VARNISPHOBIA

By Lyle Fenton

THE door opened a couple of inches, and the thin man injected himself into the store through the crack.

"Hello, Jim," he said to the cigar dealer. His tone was dejected, spiritless. The cigar dealer's reply was cheery. The thin man selected three cigars out of the box of "Spasmaduros" which the dealer brought out, laid down the money, sighed, and lit one of his cigars. Then he leaned against the showcase, and sighed again.

"You look kinda tired this evening," remarked the cigar man, as he replaced the "Spasmaduros" in the case. "Got a cold?"

"Cold nothin'," mournfully answered the thin man. "I got somethin' worse'n a cold. I got varnisphobia.

"Great Scott, what's that!" ejaculated the cigar dealer.

"Well," the thin one qualified, "I ain't exactly got it, either, but my wife's got it. Just the same, I'm the one that's goin' to die from it. I've had it before, but this year it's the worst ever. One more year, or less, and some tombstone salesman's goin' to make a nice commission off'n a sale. I just feel it. Why, I can smell the roses, and hear the quartette singin' 'Rock of Ages' in the parlor, right now.

"But I don't care," he continued, with a sudden note of savagery, "I'll be better off, with the whippoorwills and the narcissuses a-pipin' their silvery warbles round my grave. I'll be out of my troubles, and maybe my fate will help the other poor devils in the world by makin' their wives stop and think. I've thought sometimes I'd run away. But it wouldn't do no good. She'd run after me, and she'd fetch me back, and make me do it. It's no use. I'm a goner!"

"Well, for the love o' Jerry Simmins, slip me the news," broke in the cigar man, impatiently. "Tell me who's threw this here custard pipe that's mussed you all up?"

" 'S just this way," explained the thin man, flicking off his cigar ashes. "I come home some night in March. I'm happy. I sit on the car and I think all the way home how tired I am and how nice it's goin' to be to get set down after dinner with my paper and my cigar, and nothin' but peace and comfort all around. I get home. I find all the furniture in the front room has been moved into the dining-room. They've put a bed sheet over the piano. They've got the victeroler out in the kitchen. I start upstairs to wash and step in a bucket of suds my wife has gone and left on the stairs. I go find my wife, and I say to her,—not mad, but just kind of plaintive—I say, 'Matilda, now don't you up and tell me that you're goin' to house-clean again? Seems like it was only last week you housecleaned. Say you ain't goin' to do it!'

"Chances are she won't look me in the eye. If she does, I see she has a funny look, and it ain't a twinkle. She says, 'No, I ain't exactly goin' to house-clean, but if you could of seen that parlor—why, it was positively filthy. I'm just goin' over the worst places. The girl is goin' to do all the hard part.'

"When she gets that far, I know 't ain't no use. I know the rest by heart. I come home next night and find her down on her hands and knees tryin' to scrub the varnish off'n the dining-room floor. Now, mind you, Jim, she don't ask me to do nothin'. But a man ain't goin' to stand and see his wife kill herself off, is he?

"No, he ain't. I get down and scrub, and I get interested. She knows I will. I see pretty quick that no scrubbin' is goin' to take those spots out of that floor. I ask her has she got any dynatmite in the house. I work till midnight. Next night I bring home some varnish-remover. It says on the can all you got to do is to apply with a brush, and then wipe the varnish off with a soft cloth. That's what it says. But I'll tell the whole world it don't read like that in real life. The feller that writes them labels must be a poet, or somethin'. What you gotta do, Jim, is you gotta get down on your stomach and scrape—scrape, dadbing you, scrape, scrape, scrape. And when you've scraped one board, you've got to scrape 'em all. Then when you've done one room, the rest look so rotten you got to do 'em.

"I've scraped enough hard maple flooring in the past five or six months to reach thirty-eight times around the world. And as for varnish, everything I eat tastes of it. I'm just about done now, except four more rooms. By the time them are finished, you're going to lose a mighty good customer on them 'Spasmaduros,' I'll say. Because I won't be here any more. I'll be an angel, Jim, with bare feet with corns, a white nightgown, a harp, and I won't have to shave."

"I'm off to-morrow night," remarked the cigar dealer, "and I was going to try to touch up the floor of my den at home, but after what you've told me, I'm going to telephone a paint-shop the first thing in the morning."

"There's my car," exclaimed the thin man, darting out. He left the door open. The cigar man came out and closed it.

"I know what I'll do," he said, half aloud, "I'm going to buy me a pet squirrel tomorrow. It won't cost me a cent to feed him."

Sumatra Purchasing Corporation Suggested by Tobacco World Editorial

ON the first reading page of the September 15th issue of THE TOBACCO WORLD we published an editorial with the caption, "Why Not Let One Concern Buy Sumatra for All the American Cigar Manufacturers?" We proceeded to outline a plan similar to one that has been in use in Germany for several years. We believed such a plan to be of the greatest benefit to the entire industry in that it would affect cigar production costs. Certainly any plan would be an improvement over the inscription method which forced prices up and also automatically affected the costs of production.

The announcement of the formation of the Sumatra Purchasing Corporation and the news that many prominent manufacturers will co-operate in buying their 1918 supplies of Sumatra through this firm is a decided victory for the cigar manufacturers.

So far as we know THE TOBACCO WORLD was the only trade paper to urge this central purchasing plan. We do know that our suggestion of several months ago was highly considered by many manufacturers and we are gratified to find that it has proven acceptable.

As suggested in that editorial, the Sumatra Purchasing Corporation will be composed of members of the former Sumatra Tobacco Import Corporation.

It was our suggestion that in peace times as well as in war times a great saving could be effected if the leaf was purchased on the island of Sumatra and shipped direct to this country, instead of purchasing it by inscription at Amsterdam.

According to a report in a contemporary, small manufacturers will benefit from this central purchasing plan, as arrangements are said to have been made so that any manufacturers using less than 200 bales of Sumatra may arrange direct with any of the firms comprising the corporation for adequate supplies of Sumatra leaf.

The firms comprising the Sumatra Purchasing Corporation will be H. Duys & Company, Incorporated, E. Rosenwald & Brothers, Cullman Brothers and Kruse, Quanjer & Company.

It is understood that Henry M. Duys will leave shortly for the island of Sumatra, where arrangements for the Sumatra purchases will be completed.

As suggested by THE TOBACCO WORLD, firms purchasing through the corporation will do so on a fixed basis of profit for the corporation.

It is to be hoped that all the users of Sumatra leaf in this country will co-operate with the Sumatra Purchasing Corporation, as such a plan will work out to the distinct advantage of the manufacturer as well as the jobber and retailer.

We reprint herewith excerpts from the article published in THE TOBACCO WORLD on September 15th relative to the above plan:

"The work of the Sumatra Tobacco Import Corporation in going to the Island of Sumatra and purchasing the leaf direct and bringing it into this country gives an opportunity for a suggestion that we believe will prove valuable to the cigar manufacturing industry if an attempt is ever made to try it out."

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"It is vastly to the interests of the cigar manufacturer, as well as to those of the jobber and retailer that the costs of production be kept down. Instead of being forced to buy in competition with each other would it not be better if they were able to lump their purchases and buy together?

"Here is the Sumatra Tobacco Import Corporation composed of firms ranking high as Sumatra tobacco experts, and also possessing a full knowledge of conditions regarding the tobacco and its purchase.

"Why should not the cigar manufacturers of the United States who use Sumatra tobacco join together and place their orders for Sumatra leaf through one buying corporation? Instead of agents of American factories and some of the American manufacturers individually competing against each other at Amsterdam inscriptions, why not lump their orders and let one buyer represent the entire industry? All the expenses incurred should be added to the cost of the tobacco plus a certain brokerage for the buying corporation.

"In fact it might be possible to save considerable on the cost of the leaf by buying direct from the Island of Sumatra where an order for enough bales to supply the entire American cigar industry for a year would certainly bring about competition, and thus lower prices. It would assure such a corporation undertaking this work a permanent and steady income and at the same time ought to work out to the great advantage of the manufacturer, jobber and retailer.

"The Sumatra Tobacco Import Corporation would be a very desirable syndicate to undertake this work, but it is highly improbable with leaf conditions as they are today that they would care to consider a plan which would very measurably reduce present profits.

"But the consideration at stake is not one firm or syndicate, but thousands of individuals, firms and corporations, whose investments are tied up in the cigar and tobacco business.

"By such a central method of buying, it would not be necessary for cigar manufacturers to enter into competition with others and pay such prices for their tobacco as have ruled during the past six months."

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* * * "If the majority of the Sumatra used in this country were purchased through one firm or syndicate, competition which forces prices up would largely disappear and prices would come down accordingly."

* * * * * * * * * *

"For the protection of the thousands of jobbers who distribute their products and the hundreds of thousands of dealers who retail their goods to the consumer, the cigar manufacturers of this country should bind themselves together in a substantial organization with the idea of reducing COSTS OF PRODUCTION wherever possible.

SECURITY FOR FLOOR TAXES

REGULATIONS surrounding the deposit of Liberty Bonds and other collateral as security for payment of floor taxes under the war revenue act have been promulgated by the Commissioner of Internal Revenue.

The act does not state the time in which a bond, which it stipulates must be furnished in every case where collateral is deposited with the collector as security, must be filed. In ordinary course the taxes will be duly assessed against the taxpayer and notice and demand for payment mailed by the collector to the taxpayer. No penalties accrue until ten days after the date of the notice and demand for payment, and if a bond satisfactory to the collector is filed before the expiration of the ten days the same will be accepted as security. If a bond is not filed until after ten days from the date of the notice and demand for payment, a five per cent. penalty will accrue. A bond may be accepted after that date provided it is sufficient in amount to cover the tax and accrued penalties. Collectors are warned, however, to use vigilance in the collection of the taxes and issue a distrain warrant wherever necessary.

If taxes secured by the filing of a bond are not paid within the time limited in the bond, the collector is to endeavor to collect the same by distraint. The security pledged, however, is not to be sold except upon instructions from the Commissioner of Internal Revenue.

The penal sum of a surety or other bond must be not less than the amount of the tax due, but if the tax due is less than $1000 the penal sum of the bond may be less than that amount.

Liberty Bonds or other collateral deposited as security and in the possession of the Collector of Internal Revenue will be surrendered to the taxpayer as soon as the tax and interest have been paid. If the tax is paid in instalmnts, a proportionate amount of the collateral deposited may be surrendered in the discretion of the collector.

Collectors have been authorized to accept, in lieu of surety bonds, as security for the payment of floor taxes Liberty Bonds equivalent to the actual amount of the taxes due, and in certain cases to accept a bond with personal surety supported by other satisfactory security.

In every case in which Liberty Bonds or other collateral are deposited with the collector as security, the principal must execute a bond in a form designated by the commissioner.

LOCAL RETAIL ASSOCIATION

Steps have been taken for the formation of a retail cigar dealers' association in Philadelphia. At a meeting held last week at the Hotel Walton, Cotes Coleman was elected temporary chairman. Plans for a permanent organization will be discussed at a meeting to be held at the Hotel Walton on the evening of November 21st.

The playing card, a legitimate side line of the retail cigar store, has also joined the upward movement. Ten-cent packs have advanced to twenty cents, while the more expensive ones have advanced from fifty per cent. upwards.

PENNIES SCARCE IN WASHINGTON

Washington, D. C.

Retail cigar dealers are finding themselves greatly embarrassed in the conduct of their respective businesses by a famine of pennies. Since the going into effect of the recently enacted war emergency revenue law, the demand for pennies has jumped and the supply does not seem sufficient by a large amount to keep up with the demand. With nickel smokes at six cents and a customer buying one, the retailer has to turn back four cents in change, and a large proportion of sales, it is said, involves the handing over of pennies.

One retailer foresaw the coming of this difficulty and sought to prepare, that he might not be caught short. He armed some youngsters whom he knew with five-dollar bills and turned them loose in the neighborhood to try and obtain a monopoly on the penny market. He offered these boys one dollar and one cent for each one hundred pennies. If you think you could make a living changing one-dllar bills into pennies just consult one of these boys.

The brightest of the lot was the hardest worker and at the end of the day he found that he had earned just sixty-five cents; he had tramped all over the lot, but when he completed his work he found that someone had short-changed him and that he was short fourteen cents. A whole day for fifty-one cents.

The retailers cannot get their supplies of pennies from the banks, for the banks are allowed but three thousand daily, and that does not begin to supply all of the demands upon them. The drug stores want pennies, and so do the movies, and it's a race between them to see who can get to the banks earliest and get a share of the stocks allowed.

REGARDING DAMAGED PARCELS

The Post Office Department is experiencing considerable difficulty in persuading addressees to accept damaged insured and C. O. D. parcels. It is declared that addressees will not accept these parcels, fearing that to do so would invalidate their claim for damages.

The department points out that, instead of invalidating any claim that might be made, prompt acceptance of damaged parcels really expedites the matter, for it enables earlier filing of claims than would otherwise be possible. The refusal of the addressee to accept a damaged package necessitates the payment by the senders of the same amount of postage required for its original transmission, in order that the parcel may be returned to them for determination of the extent of damages sustained.

When damaged articles are accepted by addressees, they should communicate with the senders, and, if the claim is filed, either have themselves designated by the senders as the ones to whom indemnity should be paid, or arrange to have the senders receive the indemnity and adjust the matter direct with them.

In view of the near approach of the holiday season, merchants should keep these instructions in mind, to minimize trouble and delay during the rush period.

The Old King Cole Cigar and Tobacco Company has made changes on smoking tobacco. The 3½-ounce tin at 50 cents has been reduced to a 3-ounce tin at 50 cents, half-pounds sell now at $1.15 instead of $1, pound tins at $2.25 instead of $2.

Loving One's Work

By J. R. McCleskey

Copyright 1917, by J. R. McCleskey

THERE are many so-called roads to success, but the starting point in every case must be a natural love for one's work, whatever that work may be. Wherever you can put a finger on a man who has made a success in life, I can show you a man who loved his work. A man cannot expect to succeed in business without loving his work any more than he can expect to be happy in his home without loving his family.

When a man reaches the shady side of life, and is classed as a failure, he attributes his lack of success to many causes—to "combination of circumstances," to bad luck, to lack of opportunity, etc., but in ninety-nine cases out of a hundred the "combination of circumstances" could have been turned into opportunities of success if the individual had only learned to love his work.

Love is conceded to be the most potent influence in the universe, and love for one's work is the strongest influence that makes for success; in other words, one's success in the business world is just in proportion to one's love for his work. You often hear a man say "If I had So-and-so's job, I could love that work, but no one could ever love my job." Such people unthinkingly deceive themselves, and pave the way to their own failure.

"If you do not feel that you have made a success in life and are not satisfied with your own progress up to date, do not lay it to "circumstances," but look into your own thought and see if you cannot locate the trouble right there. Put yourself through a little mental investigation and see if you really love your work, or if you merely drag through it week in and week out just because you do not want to starve."

Love is universal in its application, and is not limited by the kind of work one has to do. A street sweeper can love his children just as much as a railroad president can love his children, and by the same token, a hod carrier can love his work just as much as a bank official can love his work. It rests entirely with the individual. If you and I are not satisfied with our present work, the thing to do is to look forward and aspire to something better, something that means progress, but the very minute that we develop a thought of dislike or hate toward our present work, we put an unsurmountable obstacle in the way of the better job ahead.

But just what does it mean to love one's work? First, let us get a clear conception of what love means, and then we can begin to learn how to love our work. Professor Drummond has said that love is the greatest thing in the world. Then is it not high time for you and I to begin to know something about this "greatest thing in the world," and learn how to apply it to our work and our daily living? To love a thing means really to see it in its true light, to know the truth about it, to possess a full, complete and perfect knowledge of its reality. If you had a perfect knowledge of everything in the universe, would that not be to you the greatest thing in the world? Therefore, we want to view our work in its true light, and have a perfect understanding of what is the object of our work and the motive behind it.

First of all, a man's work, no matter whether he be running an elevator or a bank, is the reflection of his own thought. To prove this, take away the man's thinking capacity and see what becomes of his work. Now, if your work is the reflection or product of your thought, then what you have to deal with in order to make your work progressive and successful is your own thinking, and not the work itself. This brings us to the point of seeing clearly that the difference between failure and success in one's work is just the difference between wrong thinking and right thinking.

To love your work, to see it in its true light, means to hold a correct mental concept of the object you have in view, and the motive back of it. If your object is purely a selfish one and you work only because you have to, or simply for personal gain, if you are jealous of some fellow worker or competitor, and envious of someone else's success, if you are inconsiderate of the just rights of others in your business dealings, if you constantly magnify other people's faults and ignore their virtues, if you are resentful because of seemingly adverse conditions, and last but not least, if you are making discouragement your bosom companion, then you are far from loving your work.

Now, reverse this mental process of thinking, and try to see how much good can come to all around you by doing your work well, endeavor to give your fellow workers and competitors a helping hand whenever the opportunity offers, congratulate the other fellow on his success, and tell him you are on the way, look for

(Continued on Page 24)

The Retail Merchant

THE ebbing tide of profits and the rising stream of business costs and overhead has at last awakened the retail cigar and tobacco trade from its lethargy. Through the efforts of the manufacturers, the trade organizations and the trade press it knows that the merchandizing of cigars and tobacco products is a business demanding sales effort. And further, that business profits are in proportion to sales efforts.

Today the consumer is called upon to pay a new price for his cigars and tobacco. The dealer pays a new price for the goods. The jobber pays the manufacturer a higher price. But for months the manufacturer has been paying a scale of rising prices which he has had to absorb. Neither the jobber nor the dealer could then, nor can now assist in this absorption. It must come from the consumer. The dealer is the connecting link.

The great adjustment in our national life brought about by the war and our participation in it demands new methods and new business standards. Competition is just as great as ever, but the price argument is not quite so strong. From now on the sale of goods will depend more on the store and the merchant in it than upon the prices which he dangles before his customers.

The retail cigar dealer knows today that standard sizes of the old five-cent cigar must command six cents. He knows this for a fact because he is paying more for the cigars today than he received when he sold them at six-for-a-quarter.

The point that we want to impress upon the dealer is that he is a merchant, not a storekeeper who gets up out of a chair to hand out over the counter a cigar that the customer has asked for. He must devote his time and attention to creating sales, and further, he must endeavor to make his store attractive enough to bring new trade into it.

The dirty, dusty window littered with old lithographs and dirty packages must be cleaned up. It must be made neat and bright. The cases inside must be kept clean and the goods within neatly arranged and easy of access.

Accounts must be carefully kept and turnovers watched. Capital cannot be allowed to remain idle in slow-moving brands. The overhead today is a serious problem. How many retailers can say accurately what their overhead is in proportion to sales?

These days are moving with express-train speed. Our expenses threaten to outdistance us if we do not watch closely. And nowhere is it so necessary to keep close watch upon such matters as in the retail store with a limited volume of business.

The retail cigar dealer today should eliminate as far as possible every product that does not sell. Gum, candy and playing cards are sidelines that do sell and every dealer can afford to put sales efforts behind them. But the average retail store has money tied up in products that do not sell.

As a rule nationally known or advertised goods are a safe investment for any dealer but he should use caution today in investing in goods which are unknown and whose sales he must create himself.

The retail profit at the most is small. Its amount is dependent upon volume of business and turnover. And to get this every merchant should devote his closest attention.

The manufacturers of cigar and tobacco products have been forced by the constantly growing costs of production to create new retail prices for their goods. To some extent this means creating new markets, but there could have been no more propitious time than when the prices of everything are climbing.

Let the retail dealer remember that the prices so far as the tobacco industry are concerned are not of their own choosing. They have been *forced* upon the trade by unprecedented conditions in the markets of materials and labor.

The retail dealer can offer his goods at the new prices with the assurance that behind every brand is the prestige for a quality and uniformity that has sold them in all parts of the United States by the tens of millions.

The consumer has been sold on the brand of his choice, not on price, but on the particular quality and blend which has appealed to him. And to the consumer today, price should be no more of a consideration than when he first chose the brand.

This is where the retailer can determine whether he is a storekeeper or a merchant. The merchant recognizes the demands made upon him by new conditions. He realizes that today he must *sell* goods, not keep them. His livelihood is dependent upon his ability to adjust himself and his business to the new conditions.

PARCEL POST TAX DECEMBER 1st

When the new war tax on parcel post packages goes into effect December 1st, it will be payable by special internal revenue stamps now being printed, which must be purchased, affixed to the parcel and canceled by the sender, according to instructions from the Post Office Department.

The revenue act provides for a tax of one cent for each postage charge of twenty-five cents on packages of fourth class or parcel post matter on which the postage amounts to twenty-five cents or more. No tax is placed on parcels requiring less postage, nor is the rate of postage changed.

After purchasing and affixing the tax stamps, the sender will be required to cancel them by writing thereon his intials and date. The stamps required for postage, however, must not be canceled in this manner, as to do so would invalidate them for postage, under the law.

Patrons of the parcel post service are warned to be sure that, in addition to the tax, the full amount of postage required on parcels is paid. The amount of the tax is not to be deducted from the amount of postage paid, but is in addition thereto.

Care should be exercised that the postage and tax are paid by the proper stamps; postage stamps are not valid for payment of the tax, nor are the tax stamps good for postage.

New arrangements are said to be under way with the Tobacco Products Corporation, whereby the board of directors will be composed entirely of men familiar with the tobacco industry.

Cheering the "Sammees" with the "Cheer-Up Package"

GET out the band! Here is the big selling hit of the Northwest, the "Cheer-up Package." Copyright has been applied for on the label, but the idea can be used by any house that wants to do a patriotic work.

It is a patriotic work, because it was planned with the idea of permitting the purchaser to send it *direct* to some one *individual* of our boys overseas, in our navy, or army cantonments. While the kits purchased by the tobacco funds probably reach the boys more quickly, it is not possible for the giver of a donation to specify that kits be sent to any one individual or individuals.

The package illustrated herewith is sold by the dealer for $1. He buys it for 75 cents. And the great jobbing house of Stone-Ordean-Wells Company in Duluth, Minn., which is making this "Cheer-up Package," is swamped with orders.

Harry A. Earnshaw, who planned this package, is now working on another one to go to the consumer at $2, and he believes that the idea will "go big" with jobbers throughout the country. It is certainly a patriotic business well worth seeking, even though the profit to the firm making it up is negligible.

Due to the war tax on cigarettes and tobacco, one or two items have been cut out of the original package which contained: two packages of "Camel" cigarettes, one package of "Lucky Strike" cigarettes, one package of "Chesterfield" cigarettes, two packages of "Bull Durham," "The Makings of a Nation," two packages of chewing gum, two bars of almond chocolate, one bar of milk chocolate, two packages of cigarette papers, one postcard for acknowledgement of the package.

Friends and relatives of the hundreds of thousands of boys now in Uncle Sam's service will want to remember them during the Holiday Season and at other times as well. The Stone-Ordean-Wells Company has undertaken to supply its trade with a package with appropriately chosen contents, that the hundreds of thousands of friends and relatives can purchase at nominal cost ready for mailing.

This is a patriotic work to which jobbing houses can devote some attention with absolute assurance of a deep appreciation on the part of the trade and consumer, even though it brings but little profit to the producer. Appreciation means good-will and good-will can be interpreted in advertising values.

Dealers of the Northwest are enthusiastic about the package, and the consumer is showing even a greater enthusiasm. The *idea* of the package is not copyrighted, and any jobber who wishes to undertake a similar work, will find the demand for the product.

EDITORIAL CHAT AND COMMENT

THESE are turbulent times in the cigar business, in the grocery business, in fact in every business. Conditions are changing, prices are climbing and our expenses are growing faster than our economies. So that today a man can no longer be indifferent to his business if he hopes to succeed.

Time was when a man handed a quarter over the counter, named his brand and took six cigars out of the box which the dealer handed him. The efforts of the dealer were confined to handing out the box, putting it back and ringing up a quarter. Then there came a time when the customer found he was getting only five cigars for his quarter and he began to hunt around for brands that still sold at the old price of six for a quarter. In many cases it required a little salesmanship for the dealer to sell the man his old brand at the new price.

Now that several standard brands have advanced to six cents the dealer will have to exercise still more salesmanship to continue to hold the trade on these brands. The consumer is not going to be satisfied with the explanation that the manufacturer has charged the dealer more. The question is, why?

You can answer this, and many other questions, intelligently, if you are keeping yourself informed about *your own* line of business. The trade paper is the logical organ to disseminate news, give information and to supply education and light on trade problems.

The dealer who does not think enough of his business to read a trade paper which keeps him in touch with the current conditions does not place a very high value on himself as the proprietor or on the value of the business to him.

Not alone THE TOBACCO WORLD, but all the trade papers are doing everything that they can, according to their light, to help the dealer and jobber. The trade papers are published solely for the benefit of the merchants in the tobacco business.

THE TOBACCO WORLD is working, every issue, for the best interests of its subscribers. The dealer must be helped and served in every possible way. His problems are our problems. So far as possible we endeavor to inform him quickly and authoritatively on all vital questions.

A good trade paper is indispensable to a progressive merchant. It broadens his view of business. It makes him think and helps him to solve his own problems. One little suggestion in a trade paper may be worth hundreds of dollars to dealers who can put it to use.

We say to the dealer that today he *must* read his trade papers if he is going to keep up with the procession. Gossip and rumor are very undependable. The trade paper seldom makes an utterance that cannot be verified.

AS long as there is no law against suggestions regarding coinage, let us consider the return of the old two-cent piece. It would serve well the merchandising interests of the country. And it would relieve some of the problems of the retail cigar and tobacco trade.

Just as the small size cigar at five cents is but a temporary adjustment in the retail trade, so there is no guarantee that the six-cent cigar is a permanent thing. Particularly as there are a number of seven-cent brands already on the market and more to come.

IF any one doubts that cigar, cigarette and tobacco prices will continue to maintain a high level, let him look up the prices paid for tobacco for the past year and more, and also the prices just paid in the opening up of the buying of the Lancaster County crop.

Ruling prices were twenty to twenty-six cents a pound where formerly eight to twelve cents was considered a liberal offer. Bear in mind that the tobacco bought now will not be used for more than a year, possibly two years. It will then be evident that prices cannot come down during this period. And if the war continues, and the demand for tobacco continues strong, even higher prices may rule.

Many manufacturers who, themselves, six months ago viewed with ridicule the talk of the six-cent cigar not only have joined the six-cent movement but admit the probability of the seven-cent cigar.

The trend of costs indicates very clearly the upward tendency of retail prices, and the retail trade can stand firmly behind every advance with the assurance that a fundamental principle of sound business policy makes the increase absolutely necessary.

WE believe that the only way a publication can please all of its subscribers from an editorial standpoint is to write without conveying an opinion or to write nothing at all. We do not intentionally choose either of these alternatives. We are endeavoring to publish a constructive journal for the retail and jobbing trade and our main endeavor is to build up and not to tear down. We do not seek to force upon our readers our personal opinions. We do seek to interpret for our subscribers the trend of business, and the conditions and problems which the trade are forced to face from time to time. And we seek to do this fairly by presenting both sides of the questions. We have yet to find conditions which offer no alternatives.

Changes in trade conditions may compel us to change, in some minor ways, our editorial policy but if such changes must be made they will be actuated by a consideration of the best interests of our subscribers.

JOSE GARCIA, A MISSIONARY PRIEST, WAS THE FATHER OF A GREAT INDUSTRY. ABOUT THE TIME OF THE WAR OF REVOLUTION IN AMERICA, A HUNDRED AND THIRTY-FIVE YEARS AGO, HE WAS DEVELOPING PHILIPPINE CIGAR LEAF FROM TOBACCO SEED GATHERED BY HIM AT SAN LUIS, CUBA. FATHER JOSE WAS THE FIRST TOBACCO PLANTER IN THE CAGAYAN VALLEY.

Today there are twenty-two thousand families cultivating tobacco in that wonderful and fertile country, AND THE MANILA CIGAR FACTORIES ARE SHIPPING CIGARS TO AMERICA AT THE RATE OF TWO HUNDRED AND TWENTY MILLION A YEAR.

American cigar dealers and American cigar smokers like Manila cigars. They are Mild—They Burn Freely—They are Hand-Made.

THERE IS PROFIT IN MANILAS

A complete list of factories and distributors furnished on application

THE MANILA AD AGENCY : : 546 West 124th St., N. Y.

HAVANA LETTER

Havana Office: Perseverancia 8
Carlos Wintzer, Representative

BUSINESS during the past fortnight has nearly kept up to its former level, as far as the number of bales traded in is concerned, and while American buyers from the North have not been plentiful, our commission merchants and the American exporters established at Havana have been active enough in setting the ball rolling. Stocks of leaf for sale in the open market are getting scarcer from day to day, excepting Partido resagos and the factory vegas from the Vuelta Abajo, which are rather slow of sale. All of the other varieties and grades of leaf are in active demand at still further advancing prices.

The American manufacturers and a few leaf dealers who are accustomed to deal regularly for their yearly supplies with the American export houses, and including a couple of Spanish firms, need not worry about going without our leaf this year, as their interests have been well taken care of; on the other hand those buyers who are accustomed to make their purchases in the open market may regret their coming late to our city, if they delay too long. The opinion prevails that all of the suitable stocks for the American markets may be sold out before the end of this year. Of course we know from our own experience that there always may remain some lots for sale, but they might either have some defects or are held at figures which the buyer may be unwilling to pay. Besides in times of great scarcity of an article stocks are forthcoming from places about which nobody dreamed and if prices are only high enough some holders may resell their stocks or part of them in order to realize a profit at once. Therefore the saying that the market is exhausted can only hold true as far as the first hands are concerned, but not as regards speculators or second hands.

Under the existing circumstances, we do not claim that all the stocks may be exhausted soon, but there may be less of a good assortment and prices may be driven high through an active competition. Although there are still some packings going on in the country the receipts from the country are bound to be upon a reduced scale henceforth, and besides all the leaf coming to market will not be for sale as it may have been contracted for previously.

The planting season has opened, and from now on forward the setting out of the seedlings will continue, perhaps until the middle of December, when all the prepared acres should be well stocked. If the weather conditions continue as favorable as they have been since the hurricane last September, then we may be able to harvest a good and large crop as through the prevailing high prices the farmers are enthusiastic.

Sales during the second half of October totaled 24,084 bales, which consisted of: Vuelta Abajo and Semi Vuelta, 8244; Partido, 2789; and Remedios, 13,051 bales.

Buyers were: Americans, 14,643; exporters to Europe (Spain), 2500; shippers to South America, 772; and our local manufacturers of cigars and cigarettes, 6169 bales.

Receipts of Leaf Tobacco From the Country

	For three weeks to Oct. 25, 1917.	Since Jan. 1, 1917.
Vuelta Abajo,	17,107 bales	153,340 bales
Semi Vuelta,	832 "	9,173 "
Partido,	2,438 "	31,034 "
Remedios,	19,707 "	118,191 "
Totals,	40,084 "	311,738 "

Exports of leaf tobacco, from the port of Havana, from October 14 to October 30, 1917, totaled 11,246 bales, which were distributed to the following countries, viz., to all ports of the United States, 8825; to Canada, 428; to Spain, 1350; to the Argentine Republic, 566; and to Uruguay, 77 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals: From New York—Isaac Bernheim, of J. Bernheim & Son; Harry Rothschild, of Cullman Brothers; Benito Rovira, of the Benito Rovira Company; and S. Ruppin, of S. Ruppin.

From Boston—Albert W. Kaffenburgh, of I. Kaffenburgh & Sons; and Wm. Batchelor, of the A. C. C. Cigar Company.

From Tampa—Pancho Arango, of Francisco Arango & Company; and Val M. Antuono, of Val M. Antuono.

From Key West—M. Morton, of the A. Louis & Company, Incorporated.

Departures: To New York—Harry Rothschild.

To Chicago—Manuel Vega and Candido Puente.

To Tampa—Pancho Arango, Val M. Antuono and Ambrosio Torres.

To Key West—M. Morton.

Cigars

Just now business is flourishing in all of our cigar factories, and which may continue until all the holiday orders for the United States and Great Britain should be filled. What may happen after the turn of the year is rather dubious. Great Britain had sent orders additionally to fifty per cent. above the previous limit allowed by the Board of Trade at London, but the importers made the condition that these additional orders should be executed previous to the 31st of December. This is a condition which most of our manufacturers are entirely unable to comply with, owing to the want of enough cigarmakers, and the rush of the previous holiday orders. Unless the English importers will grant our manufacturers a time extension many of these orders must remain unfilled.

The exports from Havana, during the month of October compare at last very favorably with the figures during the same period of last year, as will be seen as follows:

From October 1 to October 31, 1917,	12,687,733	cigars
From October 1 to October 31, 1916,	10,106,100	"
Increase in October, 1917,	2,581,633	"
From January 1 to October 31, 1916,	99,051,784	"
From January 1 to October 31, 1917,	85,484,263	"
Decrease first ten months of 1917,	13,567,521	"

(Continued on Page 18)

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

Havana Letter

(*Continued from Page 16*)

Increases by countries, during the month of October, 1917, as compared with the month of October, 1916, are thus:

Great Britain,	3,047,415	cigars
United States,	701,184	"
Chile,	145,489	"
Denmark,	89,750	"
Portugal,	87,400	"
Egypt,	80,755	"
Canada,	71,775	"
France,	57,600	"
Argentine Republic,	52,236	"
Canary Islands,	48,550	"
French Africa,	43,900	"
Peru,	25,700	"
British East Indies,	23,400	"
Gibraltar,	21,000	"
Uruguay,	19,200	"
Total,	4,515,354	"

Decreases in the month of October, 1917, as compared with the month of October, 1916:

Russia,	1,404,849	cigars
Spain,	426,345	"
Panama,	53,052	"
Norway,	35,000	"
Total,	1,919,246	"

The standing of the ten principal countries, which last year imported over one million cigars from us, was at the end of October, 1917, as compared with the same period of 1916, as follows, viz.:

Increases

France,	3,102,443	cigars
Spain,	2,786,004	"
Australia,	318,641	"
United States,	214,427	"
Total,	6,421,515	"

Decreases

Great Britain,	16,327,648	cigars
Denmark,	1,822,160	"
Russia,	1,347,247	"
Canada,	619,744	"
Chile,	472,488	"
Argentine Republic,	292,308	"
Total,	20,881,595	"

Romeo y Julieta, H. Upmann and Punch are working to their full capacity, but had nothing special to report for this issue as they are devoting every minute to the execution of pending orders.

Partagas, Hoyo de Monterrey, Por Larranaga, Ramon Allones, Belinda, Eden, Sol and Devesa de Murias are likewise working strong.

Leaf Tobacco

The principal leaf buyers, during the past fortnight were: Mark A. Pollack for account of his customers, 3560 bales of all kinds; Walter Sutter & Company for account of their customers, 2566 bales of all kinds; Leslie Pantin for account of his customers, 979 bales of all kinds; Manuel Suarez Company for account of their customers, 400 bales of all kinds; General Cigar Company, 2847 bales; The Spanish Regie, 2500 bales; E. Regensburg & Sons, through Jose Suarez & Company, 1890 bales; C. del Peso & Company, 1617 bales; La Moda, cigarette factory, 1547 bales; Cifuentes, Pego & Company, 1500 bales; Cuesta, Rey & Company, 965 bales; Corral, Wodiska & Company, 838 bales; Val M. Antuono, 598 bales; Deben Hermanos, cigarette factory, 475 bales; Hijos de Diego Montero, for export to S. A., 622 bales; Allones Limited, 150 bales; and various of smaller amounts, 1030 bales.

Some of the principal sellers were: Thomas Benitez, 3260 bales; Gonzalez Hermano & Company, 1747 bales; Calisto Perez, 1500 bales; Leon & Delgado, 1210 bales; Pertierra, Prieto & Company, 1200 bales; Alvarez & Company, 1072 bales; B. Diaz & Company, 906 bales; Butierrez & Foyo, 661 bales; Jose C. Puente & Company, 625 bales; F. Ezquerro, 600 bales; Ruperto Leon, 591 bales; Herrera, Calmet & Company, 574 bales; Camejo y La Paz, 565 bales; Sierra & Diez, 537 bales; Suarez Hermanos, 493 bales; Manuel A. Suarez & Company, 473 bales; Lozano & Miguel, 334 bales; Muniz Hermanos, 250 bales; Peso & Company, 240 bales; and various of smaller quantities.

Evaristo Calves after complaining bitterly about the high prices, and that he could not see his way clear in making a dollar on anything that he might buy, has finally purchased some 600 bales of leaf in order to have something for his customers.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the last two weeks were: Virgilio Suarez, 1931 bales; Sogrinos de A. Gonzales, 1550 bales; Leslie Pantin, 915 bales; Cuban Land and Leaf Tobacco Company, 838 bales; Mark A. Pollack, 750 bales; Garcia & Company, 548 bales; Perez, Capin & Company, 437 bales; Walter Sutter & Company, 436 bales; Hijos de Diego Montero, 433 bales; Jose Suarez & Company, 360 bales; E. H. Gato Cigar Company, 326 bales; Aixala & Company, 262 bales; General Cigar Company, 258 bales; Menendez & Company, 252 bales; Manuel Suarez Company, 236 bales; Ernest Ellinger & Company, 233 bales; Maximilian Stern, 215 bales.

Oretaniv.

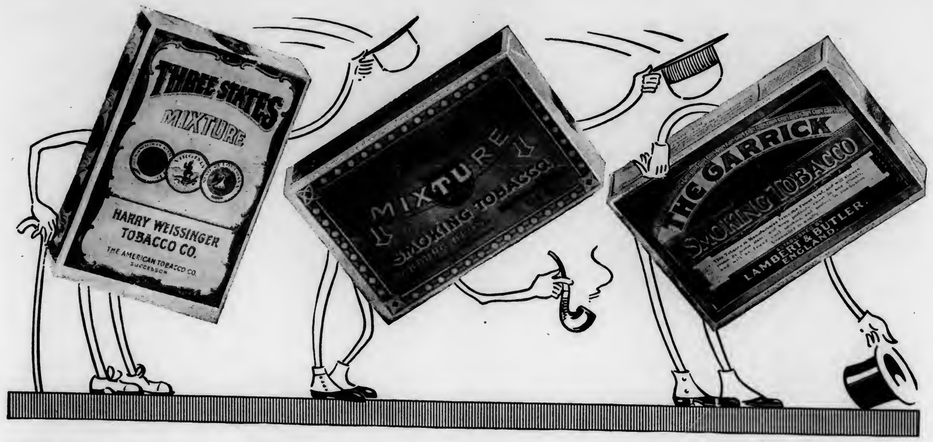
SEPTEMBER CIGAR PRODUCTION

The following comparative data of tax-paid products as indicated by monthly sales of various stamps and receipts from certain sources of revenue is obtained from the Statement of Internal Revenue Collections for the month of September, 1917:

Products.		Sept. 1916.	Sept. 1917.
Cigars (large),	No.	664,082,110	637,299,017
Cigars (small),	No.	67,096,507	72,356,000
Cigarettes (large),	No.	1,604,550	2,067,075
Cigarettes (small),	No.	2,276,201,680	2,896,386,240
Snuff manufactured,	Lbs.	2,630,928	3,034,834
Tobacco, chewing and smoking,	Lbs.	37,740,262	35,683,351
Playing cards,	Packs.	3,179,884	2,930,428

NOTE.—Porto Rican imports for September, 1917, included in above statement were as follows: 12,966,200 large cigars, 80,000 large cigarettes, and 800,000 small cigarettes.

Philippine imports for August, 1917 (not heretofore reported), were as follows: 21,586,413 large cigars and 110,160 small cigarettes.



Making Their Bow to the Trade:

THREE STATES

This is a favorite brand among smokers who insist on a High-grade Mixture. It contains the very best grades of Kentucky Burley, Virginia and Louisiana Perique, and is made after an old formula that never fails to satisfy the demand for a blend of these fine tobaccos.

YALE

This famous old brand is a mixture of Long Cut and Granulated Plug Cut; its unique blend of Virginia, Turkish, Havana and Perique is especially pleasing.

GARRICK

This famous brand is known all the world over and has a host of friends in America among high-grade smokers who prefer a mild, "light" tobacco of top-notch quality.

The New, Handy, Smart

Tea-Lead Pocket Packages

Of Three Famous High-grade Smoking Tobaccos

These Tea-Lead Pocket Packages are put out to supply a widespread demand among consumers of high-grade smoking tobaccos for this new and popular style of packing. We will continue to market all the other styles of packing in which these three brands have been previously put up. The new packings will retail as follows:

THREE STATES to retail at 20c a package
YALE " " " 25c " "
GARRICK " " " 30c " "

We earnestly advise the trade to stock these new packings without delay. It will pay you to get behind these new packings and push them. They are bound to increase greatly your sales of high-grade tobaccos. Smokers of these high-grade brands can now *carry their tobacco about with them* without inconvenience in these handy, practical, Tea-Lead Pocket Packages; which means they will *smoke more* than formerly and *buy more* tobacco from you.

The *first* retail dealers to introduce these new Tea-Lead Pocket Packages in their respective communities are certain to attract many new customers. Order from your jobber *today*.

Guaranteed by

The American Tobacco Co.
INCORPORATED

BOLD SUCCESS

can only be attributed to **Quality** and our judgment of men.

We aimed to please with **Quality** and man's judgment did the rest—it made

BOLD

the cigar

"Above All"

BOBROW BROS.

PHILADELPHIA

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New York Offices, 5 Beekman Street

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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

Lancaster Deadlock Broken

Lancaster, Pa., November 10, 1917.

WITH a suddenness that startled this staid community, the deadlock between packer and grower has been suddenly broken within the past ten days, and buying of the 1917 Lancaster County tobacco crop is now on with a vigor. The grower has by far the better of the bargain, and the selling is on an unprecedented scale with prices being commanded that have been unheard of within the past twenty years. From twenty to twenty-six cents has been paid, and more than half of the present crop of nearly thirty thousand acres has been contracted for.

A Philadelphia firm broke the ice by offering high prices, and immediately local representatives of the large packing concerns, on orders from headquarters, got into the field and a general scramble for the choice crops was on. Seeing that they would receive unusual prices for their weed, many farmers held on until the price offered was just a bit too much to resist, and they let loose their holdings.

The Eisenlohrs had the larger force in the field, and got the bulge on the others, although the General Cigar Company, represented by Morris Levy, got full and plenty of the present crop. While it was expected that no general buying would be attempted before the first of the year, still the rush came with a suddenness that left many of the growers wondering why the dealers were so anxious for their crops.

Even with the high prices prevailing, many growers, under advice, are still holding off for still higher prices. Such tobacco as was bought prior to the rush of the big packers, went to local packers. Their purchases are about ten per cent. of the entire crop.

The jobbers will indeed be in hard straits to secure any of the crop. The growers, however, dispute this saying that the 1916 tobacco crop is now selling at thirty-five and forty cents, and prices are lower this year. The fact of black rot, however, and shrinkage is not taken in consideration it seems; also the fact that before the jobber receives the article, it passes through four or five hands.

Julius Marqusee leads in the recent transaction of cased goods. It is reported that 1400 cases of 1916 Pennsylvania goods have been sold by him to a western party. The price paid is said to be in the neighborhood of forty cents.

Jacob Hoober, one of the few holders of 1916 tobacco in this vicinity, has disposed of about 600 cases to the G. H. P. Cigar Company of Philadelphia, at prices said to be around the forty-cent mark.

G. J. P. Raub, who has forty acres of tobacco, has sold his crop to a representative of Weil & Company, of New York, for twenty-five and ten cents.

C. H. Spitzner, of New York, has rented the large warehouse on Tobacco Avenue, recently occupied by M. Michaelis & Son.

Cigar production in the Ninth Revenue District in October is estimated at nearly 75,000,000 cigars. This is an increase of more than 11,000.000 over September, due to the increased Christmas orders and the fact that the war tax has been definitely established.

E. C.

REUSE OF TIN CONTAINERS

When Congress again convenes December 2d it will face the task of considering a great mass of bills introduced last session, but not acted upon, several of which stand out from the rest with such prominence as to insure their early taking up for passage.

Among the measures which may thus secure consideration early in the session is that introduced by Representative Taylor, of Colorado, to authorize the reuse of containers of tobacco or snuff. This bill has been indorsed by many commercial bodies in various cities, and has the approval of all those interested in the movement for the conservation of our resources.

The reuse of tin containers would reduce considerably the consumption of tin, which would be of inestimable value in view of the number of other and more important uses, from a military point, to which the metal could be put. European countries are already practicing a conservation of tin containers, and while they may not again use them for the purpose to which they were originally put, the metal is gathered and put to good use. In Japan, metal of this nature is gathered, reduced to a minimum of size and sent to manufacturing plants, where it is melted down and put to any number of uses.

It has been pointed out by those interested in the measure that there is no good reason why tin containers of various sorts could not again be used, provided any canceled revenue stamp is so removed or obliterated as to make impossible its fraudulent reuse. The metal in containers used in the United States under present conditions is a dead loss, being thrown away after the contents have been removed, and it is believed that the enactment of Representative Taylor's bill would result in a saving of millions of dollars.

GREEK EXPORT DUTY ON TOBACCO

Greek Government has imposed immediate export tax upon new and old tobacco of one drachma per kilo on all Argos district and similar quality tobacco. Two drachmas per kilo on all other tobacco. On new tobacco which can be officially proved to have been sold before October 29th and which will be shipped before December 13th half tax only will be collected. The measure especially affects American concerns. Detailed report by mail. (Drachma, par value, $0.193; kilo, 2.2046 pounds.)

OLD CIGAR DEALER DEAD

Washington, D. C.

Benjamin French Queen, who conducted the cigar stand in the lobby of the National Hotel for nearly half a century, is dead, at the age of seventy-two years. During his long service at the hotel he became acquainted with a vast number of the nation's celebrities, and he was one of the best known men in the trade in this city.

The demand for Manila cigars is exceeding the supply, as a result of a lack of sufficient skilled help to manufacture them. The problem is being solved to some extent by the importation of the leaf for filler purposes, and manufacturing it in this country with domestic binder and wrapper. In the last few weeks we have heard of orders of the most unusual size being placed with Manila factory representatives by jobbers in the East and Middle West. Orders with domestic factories manufacturing cigars with Manila filler are already oversold in seven figures.

The Fragrant Aroma and Delicious Taste in

BACHIA'S Havana Cigars

is the result of the perfect blend of Cuba's choicest tobaccos, thoroughly matured.

Now in its fifteenth year, the BACHIA brand fully maintains its reliable standard of superior quality and uniformity.

We invite comparison with the higher priced imported cigar. Today more than ever the critical connoisseur must be fully assured he is receiving full value.

Remember the tariff duty increases the cost, but adds nothing to the original quality.

BACHIA cigars are on sale at all the leading Clubs, Restaurants, Cafes, and most places where FINE CIGARS are sold.

Made in thirty-two sizes
A size for every occasion
Selling from ten cents to thirty cents each

CAUTION

¶ Our trademark band on all our cigars is for your protection as well as ours.

R. A. BACHIA & CO.

MANUFACTURERS

43-47 West Sixteenth Street, New York City

(a) Quality—(z) Quality

LIPSCHUTZ'S

Nationally 44 Advertised

CIGARS

THAT'S a bird's-eye view of our methods. We start with first quality materials and every step is critically watched by an expert. From (a) to (z) there is constant, critical conscientious censorship of every little detail. And the end—result!

QUALITY PRODUCTS

They surely will merit your confidence and justify a conspicuous display of the famous 44 oval

"44" CIGAR CO., Inc. Philadelphia

Mr. Dealer—This Sign on Your Window —

JOHN RUSKIN CIGAR 5¢

(Sign—red and w.....)

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at 5¢ and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.
The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

DIMMING THE BIG SIGNS

THE use of the huge electric signs advertising the well-known brands of cigars, cigarettes and tobacco, to be seen in every large city and other outdoor display, is to be restricted under an order just issued by Fuel Administrator Garfield. This order will prevent the lighting of all of the signs before 7.45, and require them to be darkened at 11 o'clock each night.

It has been expected that such an order would be issued, and the retail merchants of the country expressed fears that they would be required to discontinue the use of individual advertising signs. The order just issued makes an exception of signs maintained by small merchants for the purpose of directing customers to their respective establishments. These signs, if not of an unreasonable size, will be permitted to continue while the establishment is open for business.

Dr. Garfield is anxious to avoid interference with legitimate business just as far as possible, but is determined to see that industries essential to the conduct of the war, and the domestic consumers of the country, have the coal they need. It is estimated that this order will save fifty per cent. of the fuel now used in maintaining this class of electrical display. Experts have determined that at least two hundred and fifty thousand tons of coal are each year used for display electric lighting.

In a statement from the Fuel Administration, it is stated that "it is expected that the restrictive order will result in an incidental reduction in addition to the fifty per cent. curtailment directly ordered. With the effectiveness of the display signs cut in two, it is probable that advertisers will reduce their use of outdoor displays. The restriction order was not made general and complete, because the Fuel Administration desired to give the interests involved an opportunity to readjust their business.

The matter of the conservation of coal is not to rest with the curtailment of electricity used in illuminating signs, for the Fuel Administration states that action will undoubtedly be necessary in the immediate future in the direction of curtailing shipments of coal to plants using fuel in the production of non-essentials.

The transportation question is receiving consideration by the Fuel Administration, in conjunction with the Railway War Board and other agencies, in the direction of taking action to relieve the present congested condition of transportation, which is seriously interfering with the production and shipment of coal, in that the railroads are unable to handle promptly the coal offered for transportation, and the return of the empty cars to the mines.

The transportation problem can only be relieved by the reduction in the amount of freight the railroads shall be called upon to handle. The reduction of shipments of coal will accomplish this, in that it will remove from the rails the percentage of coal covered by the curtailment to the plants producing non-essentials, and will accomplish a proportionate reduction in the amount of products to be moved as a result of such curtailment.

This saving will undoubtedly be sought by curtailment, rather than elimination, the Fuel Administration announces, in order that the general situation will be disturbed as little as possible.

RESOLUTIONS ON J. R. YOUNG

AT a special meeting of the Leaf Tobacco Board of Trade called by the president to pay respects to the memory of the late John R. Young, Felix Eckerson and Harry W. Bremer were appointed a committee on resolutions. The following was presented and adopted:

WHEREAS, it has pleased Almighty God in His infinite Wisdom to remove by death our friend and fellow member

JOHN R. YOUNG

and by this All Wise dispensation our association has lost not only one of its founders, its first president, and the first president of the National Cigar Leaf Tobacco Association who for so many years performed those duties in a most efficient and unselfish manner, but we have also lost a friend whose honesty of purpose and sterling business integrity has secured for him the utmost respect and highest esteem of all with whom he came in contact or had any association with, therefore be it

RESOLVED, that the Philadelphia Leaf Tobacco Board of Trade, in meeting assembled, extend to the surviving member of his firm, John R. Young, Jr., and also to the family of our deceased friend, its most sincere sympathy, bidding them trust in Him who doeth all things well, and be it further

RESOLVED, that a copy of these resolutions be sent to the family, and also spread upon the minutes of this meeting.

HARRY W. BREMER,
FELIX ECKERSON,
Resolution Committee.

The following members were present: Julius Vetterlein, Karl Strauss, Samuel Grabosky, W. P. Gotwals, Harry W. Bremer, Felix Eckerson and John T. Dohan.

MANILA CIGAR LEAF

THE first gun in the campaign of the Philippine Government to improve the quality and the quantity of Manila cigar leaf, was fired last July at Iligan, capital of the province of Isabela in northern Luzon.

At that time an exposition under the personal direction of Colin M. Hoskins, special deputy of the Internal Revenue Bureau of the Philippines, was held. Thousands of tobacco planters from all over the province gather to study the display of wrapper and filler tobacco, and to applaud the winners of cash prizes and diplomas.

Scientific methods for the improvement of cigar leaf tobacco were fully explained to the planters, and judging from the interest shown next year's fair is sure to have a better class of exhibits than the one just closed.

The exposition was not devoted to tobacco alone. Other agricultural matters of interest to the 28,000 families living in the Cagayan Valley were featured. A carnival of sports and entertainments was also organized. A queen of the fair was elected, and elaborate coronation ceremonies held. Moving pictures, however, proved to be the big feature, as most of the visitors had never before seen a screen play.

The General Cigar Company announces that after January 1st the large five-cent cigars produced by their factories will be increased in price to a point where they will be retailed for six cents.

The Wellington is made of genuine French Briar, seasoned by our own special process. It breaks-in sweet and mellow. The bowl is guaranteed against cracking or burning through. The "well" catches the moisture as well as all stray crumbs of tobacco. Any tobacco tastes better in a Wellington.

W. D. C. Advertising Campaign 1917-1918

W. D. C. advertisements are now appearing in "The Saturday Evening Post," "Literary Digest," "Collier's Weekly," "Railroad Man's Magazine," "Country Gentleman," "Hoard's Dairyman," "Breeder's Gazette," "Army and Navy Journal," and in many college publications.

The campaign will run for nine whole months. Generous space is being used in all mediums — all half pages and quarter pages. More than four million people will read these W. D. C. advertisements in the magazines alone.

Another big Wellington advertising campaign is now running in the Canadian newspapers.

The pipes of all nations are introduced and illustrated in the magazine advertisements — the Peace Pipe of the Indian — the Hooka of the Turk — the old Church Warden of the Pioneers—the Whalebone of the Esquimaux, etc.

Watch for these W. D. C. Wellington advertisements in the magazines—cut them out and paste them in your windows.

Go over your stock and see that you have a full line of W. D. C. pipes — feature the Wellington in your counter displays — cash in on this big country-covering W. D. C. advertising campaign.

Don't let another season go by without carrying a full line of W. D. C. pipes — the Wellington in particular. Tie up with the largest pipe manufacturer in America and your pipe business will grow in a way you never thought possible.

Gladly will we send you further information on request.

WM. DEMUTH & CO., New York

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

BAYUK BROS.
"HAVANA RIBBON"
THE PERFECT CIGAR
The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville Va.
To Dealers:— Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

Loving One's Work

(*Continued from Page 11*)

the good in other people and overlook the bad, and keep your mind so filled with thoughts of unselfishness, opportunity and achievement that discouragement can find no place to lodge in your consciousness; this is the way that one begins to learn how to love his work.

If you do not feel that you have made a success in life and are not satisfied with your progress up to date, do not lay it to "circumstances," but look into your own thought and see if you cannot locate the trouble right there. Put yourself through a little mental investigation and see if you really love your work, or if you merely drag through it week in and week out just because you do not want to starve.

There is always a better place ahead for every man, no matter how low or how high he may be in the scale of success today, but the only sure way to the job ahead is to fill your present job so full that it runs over. The very moment that one's excess efforts are felt outside of his own job, he is pretty apt to be given work that will consume the surplus energy. It is like a twelve-year-old boy outgrowing a suit of clothes—he is generally supplied with a larger suit at the right time; so when one outgrows his present job, there is always a larger one waiting. Success in the business world today is simply a matter of outgrowing each job that we get just as fast as we can, and the way to outgrow a job is to fall head over heels in love with it. 'Tis love that makes life worth the living, and 'tis love that makes one's work a benefit to the world and a pleasure to himself.

THE 1917 TOBACCO CROP

A slight increase in the 1917 crop of tobacco as compared with that of last year is predicted by the crop reporting board of the bureau of crop estimates, of the Department of Agriculture, from reports of its correspondents and agents. At the same time, it is estimated that the quality will be slightly below the average.

Preliminary figures just compiled by the board show an estimated crop of 1,185,478,000 pounds this year, as compared with 1,150,622,000 pounds in 1916. The average for the years 1911 to 1915 was 983,723,000 pounds. The yield per acre this year, it is estimated, will be above the average, it being predicted that 835.8 pounds per acre will be gathered, as against an average yield over ten years of 818.2 pounds.

The details for the tobacco crop in several of the States where it is most heavily grown, are as follows:

State.	Yield Per Acre. 1917. Prelim.	Yield Per Acre. 10-Yr. Av.	Production (.000 omitted). 1917. Preliminary. Tobacco (pounds).	Production (.000 omitted). 1916. December Estimate. (pounds).	Production (.000 omitted). Five-Year Average. 1911-1915.	Quality. 1917.	Quality. 1916.
	Lbs.	Lbs.	Lbs.	Lbs.	Lbs.	P. Ct.	P. Ct.
Connecticut	1,400	1,620	31,080	36,186	30,323	88	93
Pennsylvania	1,400	1,330	58,100	49,096	53,295	88	80
Virginia	700	738	126,350	129,200	130,465	86	80
North Carolina	630	632	199,584	176,000	149,706	86	70
South Carolina	850	730	57,970	20,280	28,601	81	92
Florida	1,100	920	3,410	3,025	3,379	98	93
Ohio	960	865	101,760	95,000	76,916	88	87
Wisconsin	950	1,153	45,885	55,753	49,427	58	94
Kentucky	900	839	418,140	435,600	329,836	88	91
Tennessee	810	765	76,950	81,760	66,583	94	
United States	835.8	818.2	1,185,478	1,150,622	983,723	86.4	88.8

The Magazine Advertising

OWING to a delay in compiling a record of the cigar, cigarette, tobacco and pipe advertising in national magazines issued during October we were unable to present it in our November 1st issue.

This record herewith covers twenty-three magazines of national circulation, and emphasizes to the dealer the enormous amount of consumer advertising that is being done for his benefit.

As will be quickly seen it is largely on cigarette brands which no doubt accounts in some measure for the fact that last year cigarette production increased one hundred and fourteen per cent. while cigars gained but seven per cent.

The record is as follows:

American
Chesterfield (cigarette), one page.
Omar (cigarette), one page.
Tuxedo (cigarette and pipe tobacco), one page.
Lucky Strike (cigarette), two-thirds page.
Velvet (cigarette and pipe tobacco), two-thirds page.

Collier's (four issues)
Chesterfield (cigarette), one page.
Piedmont (cigarette), one page.
Prince Albert (cigarette and pipe tobacco), one page.
Tuxedo (cigarette and pipe tobacco), one page.
Fatima (cigarette), one-half page.
Lucky Strike (cigarette), one-half page.
Robert Burns (cigar), one-half page.
Velvet (cigarette and pipe tobacco), one-half page.
Edgeworth (cigarette and pipe tobacco), one-quarter page.
Wellington (pipe), one-quarter page.
La Vianda (cigarette), less than one-quarter page.

Cosmopolitan
Lucky Strike (cigarette), one page.
Chesterfield (cigarette), one page.

Everybody's
Chesterfield (cigarette), one page.

Every Week (four issues)
Chesterfield (cigarette), one page.
Lucky Strike (cigarette), one page.
Lucky Strike (cigarette), one-quarter page.

Hearst's
Chesterfield (cigarette), one page.
Lucky Strike (cigarette), one page.
Velvet (cigarette and pipe tobacco), one page.
Tuxedo (cigarette and pipe tobacco), one page.

Illustrated Sunday Magazine (four issues)
Lucky Strike (cigarette), less than one-quarter page.
Lucky Strike (cigarette), less than one-quarter page.
Piedmont (cigarette), less than one-quarter page.
Piedmont (cigarette), less than one-quarter page.

Judge (four issues)
Fatima (cigarette), one page.
Chesterfield (cigarette), one page.
Egyptian Deities (cigarette), less than one-half page.
Egyptian Deities (cigarette), less than one-half page.
Cortez (cigar), less than one-quarter page.
Cortez (cigar), less than one-quarter page.

Leslie's (four issues)
Fatima (cigarette), one page.
Murad (cigarette), one page.

Packed in extra heavy foil—it stays fresh
New Size 10c
Also in regulation tins 15c

This is the new
KIT Package

And it is the most desirable packing for pipe tobacco ever invented.

It snugs into the smallest possible space in your pocket.

It keeps the tobacco even better than a rubber pouch and its shape makes it more convenient to carry.

It gets smaller with every pipe load with no excess weight to tote.

It "pours" better than any other form of packing; no waste—more smokes.

Harmony is made of the five best kinds of pipe tobacco that grow and is *blended* in such perfect proportions that it smokes better, of course, than any one kind of tobacco alone.

Liggett & Myers Tobacco Co.

HARMONY
A Blend of Five Famous Tobaccos

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Classified Column Page.
Try it.

Chesterfield (cigarette), one page.
Prince Albert (cigarette and pipe tobacco), one page.
Lucky Strike (cigarette), one-half page.

Life (four issues)

Pall Mall (cigarette), one page.
Fatima (cigarette), one page.
Rameses (cigarette), one page.
Lucky Strike (cigarette), one page.
Omar (cigarette), one page.
Chesterfield (cigarette), one page.
Tuxedo (cigarette and pipe tobacco), one page.
Velvet (cigarette and pipe tobacco), one page.
Lucky Strike (cigarette), less than one-half page.
Egyptian Deities (cigarette), less than one-half page.
Egyptian Deities (cigarette), less than one-half page.
Egyptian Deities (cigarette), less than one-half page.
Egyptian Deities (cigarette), less than one-half page.
Herbert Tareyton (cigarette), less than one-quarter page.
Herbert Tareyton (cigarette), less than one-quarter page.
Cortez (cigar), less than one-quarter page.
Cortez (cigar), less than one-quarter page.

Literary Digest (four issues)

Robert Burns (cigar), one page.
Tuxedo (cigarette and pipe tobacco), one page.
Velvet (cigarette and pipe tobacco), one page.
Prince Albert (cigarette and pipe tobacco), one page.
Prince Albert (cigarette and pipe tobacco), one page.
Wellington (pipe), less than one-half page.
Girard (cigar), two-thirds page.
Robert Burns (cigar), two-thirds page.
Edgeworth (cigarette and pipe tobacco), one-third page.
Herbert Tareyton (cigarette and pipe tobacco), less than one-quarter page.
Herbert Tareyton (cigarette and pipe tobacco), less than one-quarter page.
Cortez (cigar), less than one-quarter page.
Cortez (cigar), less than one-quarter page.

McClure's

Fatima (cigarette), one page.
Omar (cigarette), one page.
Lucky Strike (cigarette), one-quarter page.

Metropolitan

Chesterfield (cigarette), one page.
Omar (cigarette), one page.
Lucky Strike (cigarette), one-half page.
Velvet (cigarette and pipe tobacco), one-half page.
Tuxedo (cigarette and pipe tobacco), one-half page.
Edgeworth (cigarette and pipe tobacco), one-quarter page.

Munsey's

Chesterfield (cigarette), one page.

Red Book

Lucky Strike (cigarette), one page.
Chesterfield (cigarette), one page.

Review of Reviews

Velvet (cigarette and pipe tobacco), one page.

Saturday Evening Post (four issues)

Girard (cigar), one page.
Tuxedo (cigarette and pipe tobacco), one page.
Velvet (cigarette and pipe tobacco), one page.
Prince Albert (cigarette and pipe tobacco), one page.
Girard (cigar), one-half page.
Robert Burns (cigar), one-half page.
Tuxedo (cigarette and pipe tobacco), one-half page.
Velvet (cigarette and pipe tobacco), one-half page.

Edgeworth (cigarette and pipe tobacco), one-quarter page.
Wellington (pipe), one-quarter page.
Wellington (pipe), one-quarter page.

Scientific American (four issues)

Fatima (cigarette), one page.
Lucky Strike (cigarette), one page.
Tuxedo (cigarette and pipe tobacco), less than one page.
Prince Albert (cigarette and pipe tobacco), one-half page.
Lucky Strike (cigarette), one-quarter page.

Scribner's

Murad (cigarette), one page.

Sunset

Murad (cigarette), one page.

System

Velvet (cigarette and pipe tobacco), one page.

Vanity Fair

Fatima (cigarette), one page.
Murad (cigarette), one-quarter page.
Milo Violet (cigarette), one-quarter page.
Monogram (cigarette), less than one-quarter page.

World's Work

Velvet (cigarette and pipe tobacco), one page.

Havana, November 9, 1917.

RETAILERS PRAISE A. T. COMPANY

THE action of the American Tobacco Company in reducing the quantity in their packages instead of increasing the prices touched a responsive chord with the Staten Island News Dealers and Stationers' Association. The feelings of this association in regard to the price situation are expressed in the following resolution introduced by H. Luloff and unanimously passed at the last regular meeting:

1. Whereas, The American Tobacco Company, in spite of the raised prices in material and labor, did not raise the price to the retailer, while other tobacco companies did.

2. And whereas, after the war tax came into effect, the American Tobacco Company did not shift the tax to the retailer, while others did.

3. And whereas, the American Tobacco Company always shows its appreciation and is looking for the co-operation and the welfare of the retailer.

Be it Resolved (1), That a letter of thanks be sent to the American Tobacco Company for its just and beneficiary policy.

2. That the retailers should try their utmost to push the goods of the American Tobacco Company in recognition, and as more profitable than other goods.

3. To give preference to the posters and display advertisements above all the other goods.

H. Luloff,
Secretary.

Apparently the R. J. Reynolds Tobacco Company will not put "Camel" on the market in a smaller quantity per package. Most local dealers have been selling them for eleven cents a package, but some of them were notified by the jobbers on the 8th that hereafter the price to the retailer would be eleven and one-half cents a package. Hereafter the price will be at least thirteen cents a package to the consumer.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

Havana Warehouse Monte 167 — Telephone John 1942
M. LOPEZ & CO.
Formerly of
CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS 90 Wall St., New York

JOSE F. ROCHA Cable: "DONALLES"
Havana Leaf Tobacco
Especialidad Tabacos Finos de Vuelta Abajo
Partido y Vuelta Arriba
SAN MIGUEL 100 HABANA, CUBA

MILTON H. RANCK
Packer and Dealer in
Domestic Leaf Tobacco
Office: Cor. Duke and Chestnut Streets
LANCASTER, PENNA.
Packing Houses: Strasburg and Lancaster

LOEB-NUÑEZ TOBACCO CO.
IMPORTERS OF SUMATRA AND HAVANA
PACKERS OF SEED LEAF TOBACCO
306 NO. THIRD STREET, PHILADELPHIA

K. STRAUS & CO.
Importers of
HAVANA AND SUMATRA
And Packers of
LEAF TOBACCO
301, 303, 305 and 307 N. Third St., Philadelphia

HIPPLE BROS. & CO.
Importers of Havana and Sumatra and
Packers of Seed Leaf Tobacco
Finest Retail Department in Pennsylvania
151 North 3d St., Philadelphia

E. Rosenwald & Bro.
145 WATER STREET --- NEW YORK

Cork Tips **Cork Bobbins**

BOUCHER CORK & MACHINE COMPANY, Inc.

122-222 WEST 18TH STREET NEW YORK

CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

THE YORK TOBACCO CO.

Packers and Jobbers in All Grades of **LEAF TOBACCO**

Office and Warehouse, 15 East Clark Avenue, YORK, PA.

MANUFACTURERS OF CIGAR SCRAP TOBACCO

I. KAFFENBURGH & SONS
QUALITY HAVANA
Neptuno 6, Havana, Cuba - 88 Broad St., Boston, Mass.

ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

Advancement

ARE you looking for advancement, Mr. Small, and if so, through what kind of eyes are you looking? Are they the half closed eyes of the dreamer, or are they the wide open eyes of the doer?

This matter of advancement, Mr. Small, is very simple—so simple that it may almost be reduced to a mathematically accurate formula. Make a mental memorandum of some of these points, Mr. Small, and some day your name will be Mr. Big.

First of all, you must have will power. Enthusiasm, which is a form of boundless physical energy, is necessary. But if Nature has not endowed you with boundless physical energy, will power can furnish its substitute. Will power can make you a willing, enthusiastic, hustling worker.

Next, Mr. Small, you must be dependable. You must be both punctual and honest. You must be behind the counter when you are supposed to be there. You must do what you are supposed to do in the manner in which you are supposed to do it. And your word must be the kind of a word that will not shrink, expand, warp or evaporate.

You must also be optimistic. You must be cheerful. You must make friends. You must wear a smile. You must make those you meet feel happy, which is another way of saying that you must make those you meet happy to meet you. You must be the little bright spot in the store and cause customers to remark at the lighting effect.

Then again, Mr. Small, you must be capable. You must learn to make the cash register ring twice where it only rang once before. If you are incapable by nature you must become capable by endeavor. You must advance the business before you expect advancement. You must study customers and then study yourself. You cannot be expected to improve the shortcomings of customers, but you must change your own shortcomings—in fact, Mr. Small, that is what advancement means.

And finally, Mr. Small, you must know the business. You must know it going and coming. You must know it with your eyes shut and your hands tied behind your back. You must teach it to eat out of your hand. You must know how far you can twist its tail without having it turn around and snap at you. You must know how far it will be able to carry a full grown man, and you must be able to call the straw, that will break its back, by first name.

Mr. Small, have you read with care? If so, we bid you adieu, Mr. Big.—*The Salt Seller.*

The theory of the detrimental effect of prohibition on the cigar business has been exploded long ago, but the "United" has added another nail by showing an increase in their business prohibition territories of twenty-five per cent. Part of this was done on candy and part on tobacco sales.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CHAM-PAY:—40,423. For all tobacco products. October 6, 1917. American Litho. Co., New York City.

HOURLESS:—40,424. For all tobacco products. October 22, 1917. American Litho. Co., New York City.

MI ANIOR:—40,425. For all tobacco products. October 23, 1917. George Schlegel, New York City.

GARCÍA Y VELEZ:—40,427. For cigars. October 23, 1917. S. Bernstein, Brooklyn, N. Y.

ARTHUR GUY EMPEY:—40,428. For all tobacco products. October 29, 1917. American Litho. Co., New York City.

DOUGHBOY:—40,432. For all tobacco products. October 29, 1917. George Schlegel, New York City.

DELAWANDA:—40,433. For all tobacco products. October 16, 1917. Riddle, Graff & Co., Delaware, Ohio.

TRANSFERS

EL OMICO:—40,426. For cigars and tobacco. Registered October 3, 1917, by Ashland Cigar and Tobacco Co., Ashland, Ky. Ownership of trade-mark is based upon a transfer of title thereto from W. S. Ohmit & Co., who claim to have used the trade-mark.

WAHKONSA:—31,511 (Tob. Journal). For cigars. Registered March 21, 1906, by E. H. Peschau, Ft. Dodge, Iowa. Transferred to Grant Henry, Des Moines, Iowa, August 1, 19.

LORD BYRON:—40,430. For all tobacco products. Registered October 25, 1917, by Havana Production Co., Inc., New York City. Ownership of trade-mark is based upon a transfer of the title thereto from Edward Wodiska, Tampa, Fla., who claims to have used the trade-mark.

EL PROGRESO:—7721 (U. S. Patent Office). For cigars. Registered October 7, 1879, by Toledo & Barranco, New York City. By various transactions was acquired by Edward Wodiska, Tampa, Fla., who transferred same to Havana Production Co., Inc., New York City, June 28, 1917.

MI ANIOR:—40,425. For all tobacco products. Registered October 23, 1917, by George Schlegel, New York City. Transferred to Perfecto Garcia, Chicago, Ill., November 1, 1917.

LIBERTY BONDS AS SECURITY

The Treasury Department has announced that it will accept Liberty bonds as security for the payment of floor taxes on tobacco, cigars, etc., at face value, in an amount equal to the taxes due, thus saving tobacco dealers from the necessity of having some surety company furnish a bond for them in twice the amount of the taxes to be paid.

The War Revenue Act provides that a period of seven months from October 3d, last, may be allowed for the payment of the taxes due, provided the taxpayer shall file a bond in such form and amount as may be prescribed. If no bond was filed, taxes were payable in thirty days.

The decision of the department to accept the Liberty bonds in amounts equal to the taxes as security for the payment therefor within seven months, is a distinct advantage to taxpayers. It not only saves them the cost of corporate surety bonds, but also enables them to draw interest uninterruptedly from the date of the Liberty bonds. In other words, the security given the Government costs the taxpayer nothing, but on the contrary, earns him four per cent. interest while it is serving as security.

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From Tampa comes the unwelcome news that more labor troubles are brewing. The factories are exceptionally busy at this time, which permits the reflection that labor difficulties are very few when times are slack.

R. A. Bachia y Ca. have recently sent out a revised price list, showing in addition suggested retail prices per box and per cigar. On a number of sizes they have suggested the odd-cent price.

Detroit is coming down the line again with a production of 1,000,000 cigars a day. Let the good work go on, but Detroit will have to do a lot better than 1,000,000 a day to catch Philadelphia.

The Tobacco World

Established 1881

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TOBACCO WORLD CORPORATION
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NO. 23

DECEMBER 1, 1917

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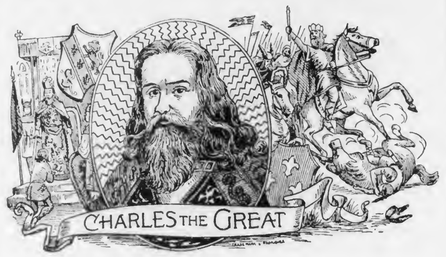

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Volume 37 — Number 23

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, DECEMBER 1, 1917 — Foreign $3.50

How Shall the Retail Dealer Play the Game?

By Harry A. Earnshaw

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4. The Relation of the Turn-Over to the Cash Discount

A FEW years ago I went to a cigar dealer with whom I was doing quite a lot of business, and took him off in one corner of the store where I could talk privately to him.

"Joe," I said—only his name wasn't Joe—"you are buying regularly from us, selling a lot of our stuff. Why don't you discount your bills?"

"I don't see that you folks have any kick coming," he replied, "you get your money when it's due, don't you?"

I explained to him that I was making the suggestion in his interests more than in ours. I showed him how the cash discount would materially reduce the cost of his merchandise. He claimed that he didn't have sufficient capital to discount his bills.

But I knew better, because I had watched his business closely from the time he opened his store, and I knew where the trouble was. He had started out with a representative line of the leading sellers, our own included, and had bought chiefly from local or nearby jobbers, who controlled practically all the brands that were leaders in that territory. Pretty soon, however, my friend Joe began to listen to the siren songs of the itinerant cigar salesmen with the long profit stuff, the "inside four," and the "drop shipments direct from the factory" — the "you-don't-have-to-pay-for-the-stuff-till-you-get-ready" brands.

Joe would buy a 2500- or a 5000-lot of an unknown brand. When the bill came due in 60 or 90 or 120 days, he would have to dig up $200 to $400 to pay this draft. It didn't take long for him to tie up his spare capital in such purchases. The goods would not move fast enough to release his money so that he could take the cash discount on his regular purchases of the staple brands.

Suppose a dealer borrows $1000 at 6% interest. He pays $60 a year for the use of the money. Now let us say that he puts the $1000 into staple merchandise. Brands that will not turn over at least once a month are not desirable. Say the dealer discounts every purchase of $1000. This means a saving or earning of $20. If he turns that $1000 of capital twelve times a year, he has saved $240. In other words his borrowed capital has earned for him $240 at a cost of $60, a net profit of $180.

He was playing a losing game, and I could see that he was dropping further and further away from good business tactics.

I went to him again four or five months after our first talk. "Joe," I said, "why don't you go to the bank or to some friend and borrow a couple of thousand dollars?"

"I can't afford to pay the interest," he said.

Then I showed him the following example: Suppose a dealer borrows $1000 at 6 per cent. interest. He pays $60 a year for the use of the money. Now let us say that he puts the $1000 into staple merchandise. Brands that will not turn over at least once a month are not desirable. Say the dealer discounts every purchase of $1000. That means a saving or earning of $20. If he turns that $1000 of capital twelve times a year, he has saved $240. In other words, his borrowed capital has earned for him $240, at a cost of $60, a net profit of $180.

As a matter of fact, the particular brands we were selling Joe were turning twice a month. If he had featured our merchandise and the popular brands of other jobbers he could have used approximately 5000 cigars of each brand monthly, because he had a favorable downtown location and really did a big volume of business. If he had bought $1000 worth of popular brands which turned over twice a month, and had discounted his purchases, his earning from the cash discount alone would have amounted to 48 per cent., or $480, less $60 for the use of the money. This would have been a clean profit, over and above the regular profit from the sale of the merchandise.

I couldn't make Joe see it. He kept right on "trying to beat the game." He came to the point where he could no longer buy the staple brand in quantities that gave him the benefit of the usual

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THE CIRCLE

By Lyle Fenton

IT was raining—a dull, gray, smoky, misty rain that penetrated the depths of the soul. The street lights and electric signs were burning as if it were night. Horses slipped and motor trucks skidded on the pasty pavement. Water streamed from the oilskins of the traffic policemen seen fitfully through the fog and the sea of unbrellaed pedestrians. Mud under foot, rain above foot, and fog everywhere.

The cigar dealer leaned upon the showcase, and thoughtfully watched the traffic surging by sullenly, two opposite flowing tides of misery. He marveled at the unusual darkness of the morning, and speculated upon the effect of the weather on the day's business.

A man stepped up to the doorway, paused to lower his bedraggled umbrella, and then opened the door a scant foot. He slipped through sidewise, as if he were reluctant to waste anything, even space. The curious trick would have identified him to the cigar man, even had the visitor worn a mask. It was the thin man.

"Nice morning—I mean, it's a little damp this morning, ain't it?" remarked the cigar man.

"Damp!" retorted the thin man, "say—I'm wet clear through to the gizzard. And I'm muddy enough to make you think I've been going over the top after them there Bushes."

"After the Boches, eh?" repeated the cigar man, smiling cheerfully as he drew out the box of Spasmaduros. The thin man mournfully selected three of his favorites, laid down the exact change, and lit one cigar immediately. He took a few puffs and then lounged against the outside of the case. His attitude implied a few minutes to spare, and a yearning to tell his heart's secrets to a fellow human being.

"I'll tell the whole world," said the thin man, "these here kind o' mornings put a fellow's thoughts onto how serious life is. Makes me think o' dyin', and all that stuff."

The cigar merchant laughed. "Yes, it certainly does get some people that way. That reminds me, I see where an undertaker down South has a sign in the street cars, reading 'Will Ship Your Body Anywhere in the U. S. for $50.' You oughta write him."

"Oh, it ain't as bad as that," replied the thin one. "But when it rains this here slow dirge rain, I allus get to thinkin' about this here high cost o' livin', and salaries standin' still, and so forth. Now, you take me, for instance. I ain't saved a nickel this last year."

"You ought to be ashamed of yourself," said the cigar man. "I've put away a million dollars, right out of this business here, and all in a year. I'm going to close up next month and take the family to California. That is, if some one will give me another jab in the arm, so that I'll keep right on dreaming!"

"I know you got your troubles too," said the thin man, with renewed dejection, "but I've been thinkin' lately that I'm just like a dog chasin' his tail. Ever see a dog chasin' his tail? I got a dog that does it. He'll be walkin' around quietly mindin' his own business, thinkin' about nothin' in particular. Just sort of meditatin' over some doggone fool thing that don't amount to nothin', and which probably it is just wastin' his time to meditate over. Then all of a sudden, he'll turn his head and look behind him. And right there I can tell just what that dog is a-sayin' to hisself. He's sayin', 'I ain't quite sure, but seems to me I thought I saw somethin' pass behind me just then.' Then he'll turn his head a little further and shift his body to get a better look. Every time he shifts, he sees out of the corner of his eye a little flicker behind him, like a shadow. It ain't enough to be sure about, and it ain't enough not to be sure about. Well, you'd think that experience had oughta tell that there dog that it ain't nothin' but his own tail. But say—that dog never learns nothin'. He just keeps rubber neckin' around behind him, and turnin' hisself a little more and then a little more, and a little faster, and a little faster till the first thing that dog knows he's got hisself goin' round and round like a cream separator. You can't see nothin' but a blur where that dog was only a minute ago. He chases hisself about twenty miles a-bitin' hisself all the time, which only makes hisself go faster. Then he gets disgusted and tired out, and he slows down from a gallop into a canter, and then into a dog trot, and then into a walk, and finally he stops and lays down and pretends to go to sleep."

The cigar man was laughing. "But what's that got to do with you?" he asked, as he shoved out a ten-cent plug of chewing to a customer, and rang up the sale. "Thank you," he added, to the customer, and resumed his position opposite the thin man.

"Well, I was just goin' to say that that dog and me is doin' the same thing. I'm tenderhearted. I love my family. It makes me happy to make them happy. So I buy 'em everything I can afford. I have to work hard to buy 'em things to make 'em happy. The more I buy, the happier I make 'em, and the happier I make 'em the happier I am, but the happier I am the more unhappy I am. Because everything I buy 'em creates a taste for something else, and I have to work still harder. When I work harder I make more money and buy 'em more luxuries, and that makes me have to work still harder to buy 'em more luxuries to make me work still harder to—well, I'm goin' round just like that, and the hind end of myself is always a couple of inches ahead of myself, and I can't never catch up with myself!"

"Say," said the cigar dealer, when he had recovered, "you ought to be in this business. Instead of going round in a circle, I'm leaping from crag to crag like the chamois, and there's a bill collector only one crag behind me, and he keeps a steady stream

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Overcoming Discouragement

By J. R. McCleskey

Copyright 1917, by J. R. McCleskey

IF every business man from the big boss down to the office boy could find a remedy for discouragement the business world would have a far different story to relate. Pick up the daily paper—a veritable panorama of failure and disaster—this firm is bankrupt, another firm has made an assignment, a cashier is short in his accounts, a suicide or two because of business worries, and so on down the line.

Each year startling statistics are compiled and published showing that the vast majority of people who venture in business are failures. It is reported that a large percentage of these failures is due to bad management, another large percentage to over buying and still another large percentage to credit losses, etc., and thus an effort is made to attribute all cases of business failure to some supposed cause brought about by external conditions. But did you ever stop to think that behind every one of these cases of failure there is a story which vitally affects the very fibre of our commercial life—the story of a man who has fought and lost the battle with discouragement?

"If one man succeeds under certain adverse conditions and another man fails under the same conditions, the real cause is not in the conditions at all but in the man. And so in every business problem the struggle is not with bad management, over buying, etc., but is with that universal foe of human happiness and progress that we call DISCOURAGEMENT."

And why did he lose? Indeed why is the cry of the centuries? Yes, if we only knew the why of life's failures—the why of lost battles, there would be fewer failures and more battles won. Let's examine the why of so many business failures and see if we have been attributing them to the wrong cause, and hence, not applying the right remedy.

Humanity's greatest trouble in this as in many other respects, is the lack of correct thinking; we do not think logically, we do not think analytically, we do not think consecutively from cause to effect. The fact is, most of us do very little thinking of any sort for ourselves; we involuntarily absorb and express the thoughts—and mostly idle thoughts—of others, or in other words, we think what we think because other people think the same thing, and it never occurs to us to analyze this thinking that is thrust upon us or to question its correctness. To illustrate—a man fails in business, and everybody thinks that he failed and he thinks that he failed because of certain adverse conditions; but did it ever strike you that many another man has made a success under these very adverse conditions by overcoming them, or rather by overcoming the thing that caused them, which in ninety-nine cases out of a hundred is discouragement? If one man succeeds under certain adverse conditions and another man fails under the same conditions, we clearly see that in reality the conditions did not cause either the success of the one or the failure of the other. The real cause is not in the conditions at all but in the man; and so in every business problem the struggle is not with bad management, over buying, poor credit systems and the like but the battle primarily is with that universal foe of human happiness and progress that we call discouragement.

Now what is discouragement? Here we need to do some thinking for ourselves. First, we must have a correct premise, and then by consecutive thinking arrive at a logical conclusion. Some one once asked a New Zealand fisherman what the people in New Zealand did during the cold winter months when they could not fish and he replied, "Sometimes we set to home and think, and sometimes we just set." Right here is the beginning of most of our trouble in all human affairs. How many of us "just set" and let discouragement bury us beneath its load of fear and failure, whereas if we would only wake up and learn to think for ourselves, we could find the way of escape from its clutches.

But back to the question, what is discouragement? It certainly is not a physical condition, it is not a part of the human body, it does not exist in the atmosphere nor in the objects about us. Therefore it requires no argument to see that discouragement is purely a mental condition, and by logical thinking from cause to effect we see at once that its origin must be mental, and consequently its remedy must be mental. Finding that discouragement is a mental condition hence the immediate and natural remedy is to replace it with a right mental condition, or a right state of thought. Take a glass of ink and put in under a faucet and turn on the water; soon the constant running of the water has forced all of the ink out of the glass, and you have a glass full and running over with pure sparkling water.

Take a man whose consciousness is filled with discouragement—everything seems to be going wrong, business is bad, the past is a failure and the future is a gloom—all because he is looking through the lens of discouragement. Let this man turn on the faucet of gratitude in his consciousness and replace these thoughts of loss and failure and despondency with thoughts of gratitude, hope and cheerfulness, and he will soon find that there is no room in his consciousness for discouragement. No one can be put in such a hard place that he cannot find boundless cause for gratitude. No matter what our station in life, what our condition,

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Sumatra Purchasing Corporation Plans To Buy 24,000 Bales On The Island

THE American Cigar Company, the General Cigar Company, and Otto Eisenlohr & Bros., Incorporated, have agreed to take from the Sumatra Purchasing Corporation one-third of the purchases made by it of the 1917 tobacco to be secured direct from the Island of Sumatra. It is expected that the corporation will acquire about 24,000 bales.

The Sumatra-buying plan by which one corporation would purchase the leaf for all the Sumatra-consuming factories in this country was suggested editorially in THE TOBACCO WORLD, in the September 15th issue. This was based on a general plan now in use in Germany. The educational work done by THE TOBACCO WORLD seems to have met with the general approval of the cigar manufacturers, and when it became apparent that the former members of the Sumatra Tobacco Import Corporation would form the Sumatra Purchasing Corporation a large majority of the manufacturers agreed that it was a most equitable method of handling the purchases of the 1917 crop of Sumatra.

Henry M. Duys sailed last week for Sumatra and will arrive there about the first of the year. Meanwhile cigar manufacturers have shown their approval by offering to purchase through the corporation. The corporation will probably represent at least 75 per cent. of the Sumatra-consuming factories.

As suggested by THE TOBACCO WORLD, the corporation will operate on a fixed basis of profit. This has been set at $50. If the corporation is successful this will mean a profit of $1,200,000, not an excessive amount when compared with the capital involved in making the purchase.

In addition to the $50 a bale profit there will be a brokerage fee of $5. According to the agreement as submitted to manufacturers all purchases will be f. o. b. U. S. bonded warehouse, New York City or vicinity. It must be paid for in cash without discount ten days after date of selection. The purchaser must also agree not to dispose of any of the 1917 crop of Sumatra purchased through the corporation without the written consent of the seller.

The officers of the Sumatra Purchasing Corporation are: John H. Duys, president; Henry M. Duys, first vice-president; Benno Rosenwald, second vice-president; Joseph F. Cullman, Jr., treasurer; Joseph F. Cullman, Sr., assistant treasurer; Abraham Bijur, secretary, and William Quanjer, assistant secretary. The directors are John H. Duys, Abraham Bijur and Joseph F. Cullman, Jr.

In the agreement the "seller" is the Sumatra Purchasing Corporation and the "purchaser" is the manufacturer. The agreement as sent to manufacturers is as follows:

1.—The seller agrees that, if it shall succeed in obtaining any Sumatra tobacco of the 1917 crop, its directors will, each time approximately 4,000 bales thereof shall arrive in the City of New York, divide the tobacco so received into ten subdivisions as nearly equal in value as possible, each consisting of approximately an equal number of bales of tobacco of equal desirability in the judgment of the directors of the seller. It is understood and agreed, however, that the directors of the seller shall have the option of including either more or less than 4,000 bales in one offering, if in their judgment the best interests of the company make it expedient to do so.

2.—After said bales have been so divided, the seller shall, having in mind the requirements of each particular purchaser, designate two of these subdivisions, and shall notify the purchaser that samples drawn from these two subdivisions are ready for inspection. Within forty-eight (48) hours after the purchaser has been notified that such samples are ready for inspection, it agrees to examine such samples in New York City. Within forty-eight (48) hours after the commencement of the examination of such samples, the purchaser agrees to purchase .....% of the number of bales of tobacco, samples of which have been exhibited to such purchaser, and to indicate to the seller which tobacco of these two subdivisions, in proportionate parts of all running lots, it desires to make up such percentage. Should the aggregate purchases of all the purchasers to whom samples have been submitted, exceed the amount of tobacco in any one subdivision, then each purchaser selecting tobacco from this subdivision agrees that its selection out of said subdivision shall suffer a pro rata abatement and the percentage of that purchaser shall be made up by such purchaser selecting out of the other one of said two subdivisions the necessary number of bales to make up such percentage, the selection to be made in equal fractions of each running lot. Nothing in this agreement shall be deemed or construed to require the purchaser to purchase from the seller in the aggregate more than ..... bales of Sumatra of the 1917 crop.

The General Cigar Company, Incorporated, the American Cigar Company and Otto Eisenlohr & Brother, having agreed to purchase from the Sumatra Purchasing Corporation one-third of its importation of Sumatra tobacco of the 1917 crop, it is understood that these purchasers shall have the privilege of designating the three and one-third subdivisions of said ten equal subdivisions from which their purchases must be taken.

3.—Should the purchaser fail to indicate to the seller within forty-eight (48) hours after inspection, or the time set for inspection of samples, the bales of tobacco which such purchaser selects under the provisions hereof, then the seller shall have the right to allot to the purchaser the number of bales of tobacco which such purchaser has agreed to purchase under the terms hereof, in equal fractions of each running lot out of any one subdivision, and the purchaser hereby agrees to purchase all the bales so allotted to such purchaser by the seller and to pay therefor the purchase price hereinafter fixed, upon the terms herein set forth, and the seller hereby agrees to sell such bales to the purchaser upon such terms.

(Continued on Page 25)

"The Customer is Always Right," Says the United

From "The United Shield"

THE first edition of the United Salesman's Manual laid down this rule:

"The customer is always right."

We have stuck to this rule for all these years, and it is so good a rule that since we first laid it down, scores of other business concerns have adopted it. Some of them have been credited with originating it, but we are convinced we were its authors. Be that as it may, it has worked splendidly, and been a great asset for the United.

It is true, of course, that now and then the rule seems to hurt a conscientious, loyal clerk, who despite his best efforts to please a customer, runs foul of him without intending to do so. In such a case when the United goes by the rule, and not by the facts, an adjustment of a complaint may lead to an occasional injustice to the clerk. We are aware of such cases, but have always counted them against the larger advantage of the company and not harmful to the clerks in question. When, as in such cases, we go to the extreme in pleasing or satisfying a customer, we know, as well as the clerk does, all the circumstances, and do not unfairly charge up an accusation against him. We aim to live up to the rule for the good of the company in the long run. Our men who may wholly be blameless under the operation of the rule that the customer is always right need never fear that he will get the worst of it on the record. We all know the national motto, "My country, right or wrong." The United rule works along that line.

We don't often admit as much to our men, but we know perfectly well that a rule which gives first consideration to the customer is frequently abused by the public. Here and there a man turns up, who knowing how carefully we want to guard against offending our customers, will out of pure cussedness take advantage of the man behind the counter. There are folks who will go out of their way to do it. Cases come to notice every once in a while which show mean and destestable attempts to provoke our men to do the wrong thing. These people sometimes resort to conduct that elsewhere would lead to their having their heads punched. They know the rules of the United protect them, and with the counter in between, are occasionally nasty to the limit.

No salesman of ours who stands the gaff this way need ever doubt that his complaisance lacks appreciation with his superiors. In the vast army of our customers there are only a few blackguards of the kind we refer to. We feel as if we could ignore the exceptions and charge them up to a total depravity account. It takes all kinds of people to make up a world.

These reflections on the experiences of our men bring us to an incident of recent occurrence in one of our New York stores. Into this store came a United clerk who was off duty, and who came in to ask that a lot of coupons which he had be exchanged for certificates. It was a busy hour, and the store suggested that rather than delay business, the visiting clerk hold his coupons for exchange in his own store. The visitor insisted on an immediate exchange, which, being refused, he became noisy and abusive to the discomfort and annoyance of the customers in the store. The visiting clerk knowing the rules of the company deliberately took advantage of them to curse out the clerk on duty. In the end he became so disagreeable, that he had to be forcibly ejected. When he appealed to the office for the punishment of his fellow clerk, he was surprised that he was declared to be in the wrong and the clerk in the right. The fact was he had put himself in the position of the very sort of man who by cowardly conduct makes the life of our salesmen a little hard at times. Knowing all the difficulties, a United man should never be anything but most considerate of his fellow workers. This the offender was made to realize before the matter was decided.

Bulgaria's Tobacco Trade

A Sofia correspondent reports that one of the greatest changes in Bulgarian industrial conditions brought about as a result of the war is the marvelous growth of the tobacco trade. The cause of this is readily comprehensible to one who takes a glance at the different influences that have been playing on the tobacco trade since the beginning of the war. Of the total 1912 Bulgarian tobacco crop of about 6,000,000 kilos (13,227,600 pounds) almost all was used in domestic factories for the manufacture of cigars and cigarettes; less than 1,125,000 marks in value was exported in the form of raw tobacco. The average annual export in the last five years before the war was about 750,000 marks. Today many hundreds of millions of marks worth of tobacco are ready for export.

That part of Greece in which the famous Turkish tobacco is grown is now in the hands of Bulgaria. The importance to Bulgaria of these new acquisitions must not be underestimated.

The Bulgarian tobacco harvest of last year yielded a total of about 18,000,000 kilos. Of this amount 3,000,000 kilos were needed for home consumption, thus leaving 15,000,000 kilos for export. The Government has adopted measures to prevent an exhaustion of the stock, which might have been caused by the high prices that have come to rule in Germany, Austria, and Serbia; each exporter must place fifteen per cent. of his exportable quantity at the disposition of domestic factories, at a fixed maximum price. As the average price of export tobacco is between fifteen and twenty marks per kilo, it is quite apparent that Bulgaria has a very powerful medium for keeping her exchange at a satisfactory level.

Anti-Coupon Laws Lose in Colorado

THE city ordinance in effect in Denver, Colo., prohibiting the issue and redemption of coupons and the giving of prizes or premiums or other forms of bonuses for the promotion of sales, has been declared to be unconstitutional by the County Court in Denver. The decision was rendered by the city of Denver against the Post Printing and Publishing Company, proprietors of the "Denver Post." The decision is looked on as an important adjudication of the question involved. The ordinances in Denver seek to prohibit the issuance and redemption of coupons and certificates of all kinds, trading stamps, etc., and therefore apply to the profit-sharing plan of the United Cigar Stores Company.

The constituionality of an ordinance of this character is an old question in Colorado. Prior to the passage of the ordinance just declared unconstitutional, a substantially similar ordinance had been passed, and on being attacked in the highest court of the State was declared to be unconstitutional in a decision in what is known as the case of Denver against Frueaff. The court, in deciding the Denver Post case now handed down, follows the Frueaff case, and is therefore regarded by lawyers as likely to hold good.

The Supreme Court of the State of Michigan, in an opinion filed September 27, 1917, rendered a decision adverse to the enforcement of a recent anti-coupon law enacted in that State, and last April the Massachusetts Legislature, in accordance with the provisions of the Massachusetts constitution, referred a proposed anti-coupon bill to the Justices of the Supreme Court of that State for an opinion as to its constitutionality, and that court reported that in its opinion such proposed legislation would be unconstitutional; likewise, on September 4, 1917, the Indiana Circuit Court for the county of Vigo held the Indiana anti-premium law unconstitutional in a proceeding brought by the State against the Surety Coupon Company.

These decisions have all been rendered subsequent to the decree in the United States Supreme Court in the State of Washington case. The Supreme Court, it will be recalled, relegated to the several States, through their courts, the power to pass on the constitutionality of their own laws.

Smoking in Enemy Countries

A GLANCE at some of the news from Germany and Austria shows that the Huns are being rather seriously put to it to keep the home pipes burning, says London "Tobacco." Under date August 30th a Dresden report says that unpleasant prospects lie before smokers, according to an advertisement for the formation of a factory in which a tobacco substitute is to be made. It is said that the invention of this substitute has been patented, and there is plenty of raw material, and the output is sure to be large because of the tobacco shortage. The substitutes for tobacco do not appear to give satisfaction to smokers. A Berlin report, dated September 14th, says dentists are looking askance at the use of tobacco substitutes in Austria. The substitutes have various names, but some of them cause inflammation of the gums, which, if not properly treated, causes festering, and this must lead to the teeth falling out. Substitutes, it is pointed out, should not be used indiscriminately. Exhaustive technical examination of the facts shows that beech tree leaves are preferable, being harmless and suitable, and having been adopted by the Regie. Strawberry and rose leaves are added to improve the aroma and taste. People are warned against the use of blackberry leaves and any strong unknown mixtures. The warning is needed, as tobacconists are only allowed to sell the Regie productions, and doubtless the more harmful mixtures are the result of private experiments. At Danzig people have to stand in queues while the firm of Loeser & Wolff ration their customers. Each purchaser gets only five cigars. If they want more, they have to form up in the queue again. A dealer in another town complains that he is referred to a certain firm to get a supply of tabacco, but finds that the firm will not deliver it. He has to go and fetch it and gets less than he is entitled to.

A Vienna writer has retained some of the old spirit of humor and sprightliness for which pre-war Vienna used to be famous. He refers to the old times when the purchaser went into the shop, chaffed the lady of the counter a little, selected his mild Virginia cigarettes and fine Havana cigars and went on his way rejoicing. But now, as often as the shop is entered empty boxes are seen. Even old customers find it hard to get anything. A spirit of mistrust and envy has banished the old comfort. There is nothing for it but to line up and get one's single cigar or two cigarettes. People are talking of prohibiting youths and women from smoking, and also tobacco cards are wanted, which would add one more card to the collection which each housewife has to carry when she goes shopping. The writer thinks that a whole host of incidents will make smoking quite a complicated business. However, the fanatical smoker will know how to help himself, as, indeed, he already does. He simply plunders the woods and the meadows, drags possible and impossible vegetation home to work up as a substitute for tobacco. The writer thinks the symphony of smells arising therefrom will resemble those of an overfull compartment on the electric railway, compared with which the suphurous smell from the nethermost regions seems like the breath of roses and myrtle.

Bureau at Washington to Help Small Retailers

BACK of the recent brief announcement in the daily press of a project for the establishment within the United States Chamber of Commerce of a Bureau of Business Economics is a promise of the most ambitious undertaking yet attempted for the study and solution of the problems of the American retailer. This definite, comprehensive move to get at the very heart of the retailers' problems may inspire with hope if not with immediate reassurance the national advertisers who are dubious with respect to the retail situation.

It is desirable to emphasize at the outset that this new project in the Chamber of Commerce of the United States is presumed to tackle the troubles of retail merchants in all lines. Because the inception of the basic idea is credited to the Committee on Retail Co-operation of the National Wholesale Dry Goods Association the impression has become current, from the fragmentary announcements thus far made, that the new trade bureau aims to serve the interests of only the larger operators, wholesale and retail, and is restricted to the dry goods field at that.

As a matter of fact the new bureau, while aiming to survey every section of the mercantile field, will address itself particularly to the difficulties of the small retailers—difficulties that have mutiplied appreciably since the beginning of the war—because it is the small storekeepers whose future, as already pointed out in "Printers' Ink," is especially imperiled.

Particularly significant is the fact that several of the leading national associations of retailers have signified their intention to co-operate actively in furtherance of the work of the new institution. It is generally admitted that if all national associations of retailers were as efficient as the best of them (or rather their "service" bureaus), there might be little reason for accepting outside aid, but high standards in this respect are by no means universal. Even the national officers of retail organizations that come pretty close to 100 per cent. efficiency seem inclined to fall into line and accept, with thanks, any aid the new national bureau can render.

This new Bureau of Business Economics has no connection with the Commercial Economy Board of the Council of National Defense. The undertaking of the Commercial Economy Board is purely a proposition "for the duration of the war," whereas this later project aims to build up within the national commercial body a permanent institution that will be continuously on the job in behalf of better storekeeping.

Until the new bureau is on its feet no detailed investigative programme will be announced, but the promoters are evidently willing to undertake a large contract, for they promise research with respect to any and all business practices to which the average retailer is committed—pricemaking, use of windows for display, cost keeping, sense of proportion in advertising and what not. The present intention is to have the Business Economics Bureau undertake research work on no controversial subject that has already been disposed of by the National Chamber through the medium of its various special committees or by referendum. Thus, for example, the subject of resale price fixing upon which the Chamber has already taken its stand, will not be reopened unless new circumstances present themselves whereby the interests of retailers are particularly affected.—*Printers' Ink.*

Who Opens Your Mail?

Who opens the mail in your office? This question applies more particularly to large manufacturers, wholesalers and retailers who get a large volume of mail which is opened by perhaps the office boy, but the idea back of the query applies to all business men that get mail.

Not long ago a manufacturer whose goods are nationally known lost an advertising opportunity worth thousands to him which was presented in a circular destroyed by the office boy who opened the mail of the concern in question. On the other hand, the head of a Chicago publishing house, whose time is just as valuable as to the manufacturer's, opens every piece of mail coming into his office. Several times he has congratulated himself that he does take the trouble every day to go through his mail.

He believes that clerks and office boys are not necessarily incompetent or careless, but that they can't attain the executive's point of view. For instance, a clerk cannot know that an ordinary looking postal card noting a slight reduction in the price of a certain iron pipe might mean the saving of thousands of dollars to the manufacturer of plumbing supplies.

The way to the waste basket is easy for the circular or letter which falls into the hands of the office boy. The bump of destructiveness is usually very well developed in the young man who dusts your desk and fills your ink wells. Not only this, but his judgment is hardly to be relied upon. Give orders for the boy to bring all the morning's mail in to your desk, or to distribute it among your department heads—no matter how many bushels of mail there are. It is the only safe way, the only profitable way.—*The Glovers' Review.*

EDITORIAL CHAT AND COMMENT

NOW that the Philadelphia Cigar and Tobacco Merchants' Association is an accomplished fact, the members of the organization each have a definite duty to endeavor to increase the membership of the organization. Every member should try to bring a new one to the next meeting. If you can get your competitors to join, you are bound, sooner or later, to work together, thus benefiting yourselves individually and the association as well. There are in Philadelphia about 10,000 retail cigar accounts. About twenty-five per cent. of these are legitimate cigar stores. The association ought to have no less than 1,000 members in order to do effective work.

We hope that every local retailer will make an effort to make the Philadelphia Cigar and Tobacco Merchants' Association a real power in the trade. The amount of power and influence that it will wield will equal the sum total of the individual effort.

The Tobacco Merchants' Association has attained its great strength because every member has taken an interest in getting additional members. Co-operation is the keynote of progress today. The fact that this local body has been organized indicates the progressive spirit of the Philadelphia retail merchants.

WE read with interest the following from a discussion of non-essential industries by a Government official and reported in the columns of a daily newspaper:

> "It was agreed by him, however, that the most useless thing in the world is a cigar band. 'In fact,' he said, 'the cigar band is so useless and the industry is so picayune that it is not worth eliminating.'"

We are in this war to *win*, and we believe that we should stand behind the present administration until that is an accomplished fact, whether or not we are particularly impressed with the efficiency and brilliancy of some of those in whose hands have been placed large responsibilities.

In the case of the cigar band, however, we do think that the official in question should receive some enlightenment. The cigar band bears directly on the revenues of this country, and the revenues are needed to win the war.

The best little collector of Uncle Sam's revenues that has yet been employed in the cigar industry is the cigar band. It has reduced box-stuffing to a minimum, an evil that not only hurts the sales of an established brand, but also cuts down the internal revenue from the same. Box-stuffing operates for the sale of cigars on which no internal revenue is paid, through the reuse of an original stamped container.

The cigar band is a protection to the manufacturer, a protection to the consumer, and a revenue protector as well.

IT may be conceded that there is a demand for the fifteen-cent coin as outlined on another page by some of the country's best business men but we believe that the more necessary demand at present is for a much smaller coin such as the revival of the two-cent piece. We hope, however, if this coin is revived that it will be a more convenient size.

There seems to be the tendency on the part of the Government not to coin any money which is not an exact fraction of a dollar. Of course there have been coins that were not, but they have not been minted for many years.

The rising price of articles formerly sold at five cents, ten cents, fifteen cents and a quarter is an evidence of an urgent demand for a small intermediate coin such as the two-cent piece. The fifteen-cent coin can wait. Certainly the two-cent piece will meet the desires of the retail merchants of the country much more quickly than a coin of larger denomination.

THE end of the Holiday Season should find the retail cigar trade in better condition than for some time past due to the fact that many obnoxious trade evils have been reduced to a minimum through conditions brought about by the war.

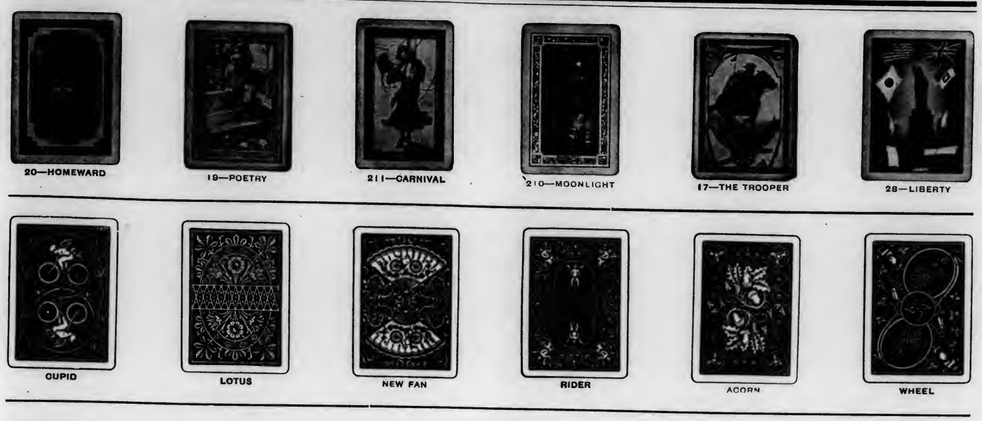
Price-cutting is not so prevalent. Box-stuffing is on the wane. "Long-shots" in many stores have been replaced with standard brands. A revision of prices has forced the retailer to make a living profit from his sales. Despite the depressing effect of war the lessons that are being taught in business and in our domestic lives mean a great deal to the people of the United States.

We are, today, a more efficient nation, a more united people, a more productive country than ever before. Co-operation is the one great secret.

The leaf dealer, the manufacturer, the jobber and the retailer are more closely bound together. The success of any of these branches of the industry is absolutely dependent on another branch. Each is indispensable to the other. The successful man is the one who intelligently *helps* those dependent on him. It all means co-operation.

The achievement of price adjustments is dependent upon co-operation. Through co-operation each branch of the industry is brought nearer to the problems of another. It means more intelligent manufacturing, more intelligent salesmanship and more intelligent retailing.

An intelligently conducted and profitable business is a patriotic ideal today because upon the individual success of each of us depends our ability to bear our share of the war's burdens. If we fail, someone else must carry our load.



These Backs are Selling Fast!

There is a brisk demand for every design in Bicycle and Congress Playing Cards but the backs reproduced above are extraordinarily popular. No playing card stock is adequate without them. Any dealer just beginning to sell cards should start with these backs. Carry these cards; also a few copies of the new edition of The Official Rules of Card Games and you will attract to your store all the card players in your neighborhood.

What rule of etiquette in card-playing is being violated?
IF YOU want to play cards "according to Hoyle" get the new edition of "The Official Rules of Card Games."
It gives all the rules of etiquette and the latest rules of play for three hundred games including the fascinating new development of whist, Pirate Bridge. Sent postpaid for 15c. The unwritten rule that practically nobody violates is to use
BICYCLE PLAYING CARDS
for general play. They are "official" everywhere because they have the perfect slip, the big indexes, the lasting quality and the all-round merit that card players desire. Now, as ever, Bicycle Cards sell at the lowest price for which first-class cards can be secured.
CONGRESS PLAYING CARDS are special de luxe packs with gold edges and art backs in full color. They add immeasurably to the success of any card party. Ideal for prizes and gifts.
This is the Book you should have. Written by experts. Up to the minute. Answers every question. Settles every disputed point. Teaches you any game. 250 pages. Send 15c stamps for it today. Illustrated catalog of all kinds of playing cards and supplies free. Address
THE U. S. PLAYING CARD COMPANY
Cincinnati, U. S. A., or Toronto, Canada
Dept. —

Unusually good designs, plus superior quality, plus continual advertising make

BICYCLE PLAYING CARDS
AND
CONGRESS PLAYING CARDS

the best known, best liked and best selling cards in the world. This season you can sell more playing cards than ever before because most people are seeking inexpensive recreation and nothing is quite so inexpensive, interesting and entertaining as a well-played game of cards.

Every reader of this publication should have our new catalog illustrating and listing everything in playing cards and supplies including Fortune Telling Cards, Pinochle Packs, Toy Cards, Educational Games, Chips, Dominoes, Whist Trays, etc. Send for a copy today.

THE U. S. PLAYING CARD CO.
Department 6
CINCINNATI, U. S. A. TORONTO, CAN.

This advertisement almost twice as large as shown here is appearing in leading magazines reaching all the most desirable customers in your territory

A Fifteen-Cent Piece

BUSINESS wants a fifteen-cent piece.

War-time prices, war taxes and the change-making convenience of the retail trades call for the fifteen-cent piece as "war money," according to the exponents of the idea.

It is argued by the business men behind the money that trade and buyers' convenience indicate the need for a coin between the dime and twenty-five-cent piece and that their need is more urgent than ever since war revenue taxes have added odd cents to prices that were formerly standard.

Men prominent in big business are aligned behind the campaign for a fifteen-cent piece, Edward Wise, president of the United Cigar Stores Company, being one of the most enthusiastic supporters of the plan with John R. Freuler, president of the Mutual Film Corporation; S. A. Perkins, of Tacoma, Wash., publisher of seven west coast newspapers; John G. Shedd, of Marshall, Field & Company, Chicago; Robert Mandel, of Mandel Brothers, Chicago, and Thomas J. Connery, of Pittsburgh, Pa.

Mr. Wise concedes the existence of widespread demand for a fifteen-cent piece, due in part to the rise in prices which has established a fifteen-cent standard for innumerable small articles of commerce.

For instance, in the cigar trade, the price of a cigar of good quality is universally fifteen cents or two for a quarter. The department stores handle a huge volume of fifteen-cent articles, the sale of which would be facilitated and probably heavily increased by addition of a convenient coin to the currency, while the motion picture people point out that fifteen cents is rapidly becoming the standard admission price.

"My opinion is that a fifteen-cent coin would be of great value to the trading public," said Mr. Wise in discussing the plan. There is necessity for more convenient coinage of the smaller denominations in nearly every line of retail business. I shall promote the campaign for a fifteen-cent coin in every way that I can."

"The plan to coin a fifteen-cent piece," says President Freuler, of the Mutual Film Corporation, by whom the campaign was originally launched, "does not involve the abolition of any coin now in use, but the introduction of a new coin between the dime and the quarter in size. It would probably be a silver coin.

"The psychology of salesmanship recognizes as a handicap to trade the necessity for changing a quarter to pay a fifteen-cent bill, or for searching a handful of small change to extract the necessary nickel and dime.

"In many instances the prospective purchaser, unable promptly to lay hands on necessary change, passes on without making a contemplated purchase. This is more especially the case in department stores, where a customer's wait for change becomes an appreciable factor in the situation, but it is hardly less true of motion picture patronage or any other business in which the standard price of the commodity vended is fifteen cents.

"We once had a twenty-cent piece, the coinage of which was abolished because it too closely approximated the twenty-five-cent piece in value, and the objection to that coin was well taken, but no such condition can be urged where a fifteen-cent coin is concerned, because it is now generally conceded that there is too great a gap between the ten- and twenty-five-cent pieces to satisfy the interests of the trading public.

"A purchaser likes to run his hand into his pocket and be able to find the coin he needs for his small purchase. There is no good reason why this demand should not be fulfilled."

John G. Shedd, head of Marshall, Field & Company, said: "There is no doubt that the coinage of a fifteen-cent piece would go far to facilitate trade, and I regard the movement for such an addition to the existing currency as well taken."

Robert Mandel, of Mandel Brothers, said: "Addition of a fifteen-cent piece to the coinage would prove of value in all lines of business and it would especially facilitate trade in fifteen-cent standard articles, of which there are many handled by the large stores. I am strongly in favor of the fifteen-cent piece idea."

S. A. Perkins, of the "Tacoma Ledger," says: "There is no question but that a coinage of a fifteen-cent piece would be an excellent thing. I shall urge the matter upon members of Congress in the West."

Mr. Freuler is receiving many indorsements of the fifteen-cent idea. An organization of the interests principally involved to bring the matter before Congress in proper form is soon to be undertaken.

LEAF PRICES HIGH IN HOLLAND

A dispatch from Amsterdam, Holland, states that a public sale of 9362 packages of Java and 3066 packages of Brazilian tobacco was held in that city recently. A package of tobacco equals 179 pounds.

Higher prices were secured than were expected where competition existed, but in some other cases buyers had agreed to a certain maximum which they would offer, and this reduced prices in those instances below previous estimates.

The highest prices for Java, those above the estimates, where competition was active, were from 115 to 200 Dutch cents (46 to 80, American) per half kilo (1.1 pounds). The previous estimate in these two cases was 110 and 135½ Dutch cents, respectively.

The lots affected by the agreement among buyers to make maximum offers were sold as low as 95 Dutch cents (38 American) per half kilo, while some of these lots were withheld from sale altogether.

ADVERTISING CLUBS IN 'FRISCO IN 1918

Milton H. Esberg, an official of the General Cigar Company, and prominent in tobacco circles of the Pacific Coast, has been appointed a member of the Convention Board of the San Francisco Advertising Club. F. H. Abbott, Jr., is General Director of the Board which will direct the affairs of the San Francisco Ad Club in connection with the Annual Convention of the Associated Advertising Clubs of the World, to be held in San Francisco next July.

Securing delegates to the 1918 Convention will be one of the principal activities of the Board in the near future. Mr. Esberg states that highly encouraging reports are already coming to the Club from all parts of the country concerning the participation of affiliated organizations throughout the United States in the San Francisco Convention. An attendance of more than 7000 delegates is now anticipated by the Club. As an example of the interest that is being taken everywhere, is the fact that trainloads are now being made up by the advertising clubs of the cities of Boston, Philadelphia, St. Louis, New York and Dallas.

EL ROI-TAN
EL ROI-TAN
AMBASSADORES
OVER THE TOP
ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.
Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN "THE PERFECT CIGAR" is the one best bet—now, tomorrow, always.

HAVANA LETTER

Havana Office: Perseverancia 8
Carlos Wintzer, Representative

DURING the past fortnight we have had another animated market, American buyers in town, as well as our commission merchants and our export houses have been the principal purchasers. The shippers of leaf to the South American republics have been alert competitors against the American buyers for the same goods, and have so far paid the highest prices for first and second capaduras, viz.: $83 and $73 per qq., respectively. Where the prices are finally to stop it is impossible to say, as it will depend upon the necessities of those buyers who have neglected to make their annual purchases so far, and who may be obliged to invest their funds in Vuelta Abajo instead, as the stocks of this variety of leaf are still more plentiful than Remedios.

We cannot recollect of ever having seen such a strong demand for Remedios, in the face of the ruling high prices, and while undoubtedly the short crop is responsible for the high figures which have been paid, the continuation of the European war must have also contributed to an increased demand. As an example we may mention the fact that the last French steamer from here carried forty cases of cigars, destined for the American Army in France. This is certainly an innovation explained perhaps by the good pay of our soldier boys, and who like to find consolation in a genuine Habana cigar while undergoing the hardships of modern trench warfare. How many million of American cigars may be forwarded to them we are unable to guess at, although we do not doubt they will be enormous if the war should last another three years, as prognosticated!

The civil population of the United States, thanks to the general prosperity, will undoubtedly also feel the effects through a larger consumption of cigars, as well as cigarettes, and judging by this assumption, we can understand why the American manufacturers have not hesitated to increase their purchases of our leaf. At least we know that several cigar manufacturers have purchased from 25 to 50 per cent. more than they have been in the habit of doing last year. Fortunately the bugaboo, that the public could not be persuaded to pay more than five cents for an ordinary smoke has been definitely killed, leaving the field clear for the stogie manufacturers to raise their "twofers" to the vacated place of the five-cent cigar. Therefore, everybody in the tobacco industry ought to be happy, and while war is hell, as the late General Sherman is reported to have said, we remember on the other hand, that one of our great statesmen (the name we cannot remember at the moment) declared that a national debt is a blessing, so after all the war for democracy has brought us some good already!

While in our last correspondence we spoke rather hopefully about the coming crop, we regret to state that we have heard less encouraging news lately. It is claimed now that there exists a great scarcity of seedlings ready for transplanting, caused by a drought in the Vuelta Abajo, while in the Santa Clara province too many heavy rainfalls have destroyed a number of seedbeds, requiring the makings of new ones. As this will cause a delay in the transplanting, the future atmospheric conditions may perhaps again give us a late crop, and which as a rule produces a thick and less aromatic leaf. However, we need not despair yet, only we ought not to be too optimistic until we are further advanced in the season, and can judge better about the truth of the present unfavorable news.

Sales during the first half of November totaled 22,287 bales, and which divided represented the following kinds of leaf, viz.: Vuelta Abajo and Semi Vuelta, 8568; Partido, 1546, and Remedios, 12,173 bales.

Buyers were: Americans, 16,306; exporters to England and the north coast of Africa, 388; shippers to South America, 2250, and our local manufacturers of cigars and cigarettes, 3343 bales.

Receipts of Leaf Tobacco From the Country.

	Two Weeks Ending Nov. 8th, 1917.		Since January 1st, 1917.	
Vuelta Abajo,	16,794	bales	170,134	bales
Semi Vuelta,	1,744	"	10,917	"
Partido,	827	"	31,861	"
Remedios,	7,376	"	125,563	"
Oriente,	.....	"	4	"
Total,	26,741	" Total	338,479	"

Exports of leaf tobacco, from the port of Havana, from October 31, 1917, to November 8, 1917, totaled 12,421 bales, and which were distributed to the following countries, viz.: To all ports of the United States, 9114; to Canada, 1169; to Great Britain, 188; to Algiers, Africa, 200; to the Argentine Republic, 1058; to Uruguay, 44, and to Chile, 648 bales.

Buyers of Leaf Tobacco That Come and Go.

Arrivals: From New York—Maximilian Stern, president of the Cuban Land and Leaf Tobacco Company, as well as the manager-general of the Henry Clay & Bock & Company, and Bernard Lichtenstein, of Lichtenstein Brothers.

From Philadelphia—Harry Vetterlein, of Julius Vetterlein & Company; John L. Kolb, president of the Theobald & Oppenheimer Company, and Ventura Blanco, broker for Otto Eisenlohr & Bros., Incorporated.

From Tampa—Francisco R. Diaz, of V. Guerra, Diaz & Company; Salvador Rodriguez, the owner of the "Charles the Great" factory, and Colonel Alvaro Garcia and his nephew, Francisco Gonzalez, of Garcia & Vega.

From Chicago—Sam Paley, of the Congress Cigar Company.

Returned: Manolo Rodriguez, accompanied by his family, of Rodriguez, Mendez & Company, and Walter Sutter, of Walter Sutter & Company.

Departures: To New York—Isaac Bernheim, S. Ruppin, Benito Rovira, Jose Diaz (of the Preferred Havana Tobacco Company) and Ladislao Menendez.

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of

SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

Havana Letter

(*Continued from Page 16*)

To Philadelphia—E. A. Calves, Harry Vetterlein, and John L. Kolb.

To Boston—Albert W. Kaffenburgh and Wm. Batchelor.

To Tampa—Francisco R. Diaz.

Cigars.

All of our cigar factories continue busy in the execution of the holiday orders for the United States and Canada, as well as trying to ship as many cigars to the United Kingdom as the scarcity of good regalia cigarmakers permits them to produce in the short space, which these orders call for. All orders for other countries are delayed as much as possible, at least if no special time of shipment has been previously stipulated. After the first of January there may be a surplus of cigarmakers, unless a time extension on the British orders should be obtained.

Romeo y Julieta despatched during the previous week 850,000 cigars, mostly for export, but including a portion of cigars delivered to the local trade and for the interior consumption of our island. As some steamers were delayed in taking the made cigars for certain countries, there was an accumulation of more than a week's production, and which latter could not exceed 90,000 cigars per day, under the present circumstances.

H. Upmann is working strong for the American market, having plenty of orders.

Punch, in order to give its cigarmakers an extra chance of making more money for the coming holidays, agreed to let them work for four Sundays out of five, as Don Manuel Lopez, the owner of Punch, has orders to be filled yet.

All the other factories, such as Partagas, Por Larranaga, Belinda, Hoyo de Monterrey, Ramon Allones, Eden, C. E. Beck & Company, Sol and Devesa de Murias, and El Rey del Munda, are all busy.

The Henry Clay & Bock & Company is working in fair shape, and it was this concern which shipped the forty cases, containing 100,000 cigars, to the American Army in France.

Leaf Tobacco.

John L. Kolb was a buyer of nearly 4000 bales of leaf for the Theobald & Oppenheimer Company, and which shows a handsome increase over his former annual purchases of raw material. This is a proof that business must be excellent with this company.

Harry Vetterlein, we heard, secured around 1200 bales of leaf for the customers, of Julius Vetterlein & Company, during his stay here.

Benito Rovira purchased, as we ascertained from a trustworthy source, 3230 bales of leaf tobacco for the Benito Rovira Company, of New York, and which is at least 25 per cent. more than his purchases were last year.

Isaac Bernheim, according to our reports, secured 4000 bales additionally of leaf, for the customers of J. Bernheim & Son, of Havana and New York.

William Batchelor made his usual, annual purchases of leaf, through I. Kaffenburgh & Sons, of Havana and Boston, for the A. C. C. Company.

S. Ruppin was a heavy buyer again in our market, as we learned that his big purchases of leaf (around 8000 bales), in August last, had been nearly all disposed of to his customers.

Mark A. Pollack registered another 3230 bales of leaf for account of his Northern customers, and upon orders received by him by cable during the last fortnight.

Leslie Pantin, Walter Sutter & Company, Manuel Suarez Company, as well as the Cuban Land and Leaf Tobacco Company, were active buyers in our market, for account of their customers.

Shippers above 200 bales of leaf tobacco from the port of Havana during the last two weeks were: Virgilio Suarez, 1424 bales; Leslie Pantin, 1400; Mark A. Pollack, 680; Cuban Land and Leaf Tobacco Company, 654; Hijos de Diego Montero, 612; Sobrinos de A. Gonzalez, 568; Jose Suarez & Company, 565; Manuel Suarez Company, 532; Allones Ltd., 490; Jose Lezama, 482; General Cigar Company, 445; Perez, Capin & Company, 431; C. E. Beck & Company, 429; Walter Sutter & Company, 423; Menendez & Company, 381; Y. Pendas y Alvarez, 370; Ernest Ellinger & Company, 288; Garcia & Company, 280; Havana Tobacco Export Company, 270; Maximilian Stern, 246; B. Diaz & Company, 218, and H. Upmann & Company, 214 bales.

Oretaniv.

EXPRESS COMPANIES WANT 10% INCREASE

Representatives of the various express companies will be afforded an opportunity December 7th to sustain their application to the Interstate Commerce Commission for an increase of ten per cent. in their rates, filed a short time ago, as a hearing will be held on that date to which all parties interested have been invited.

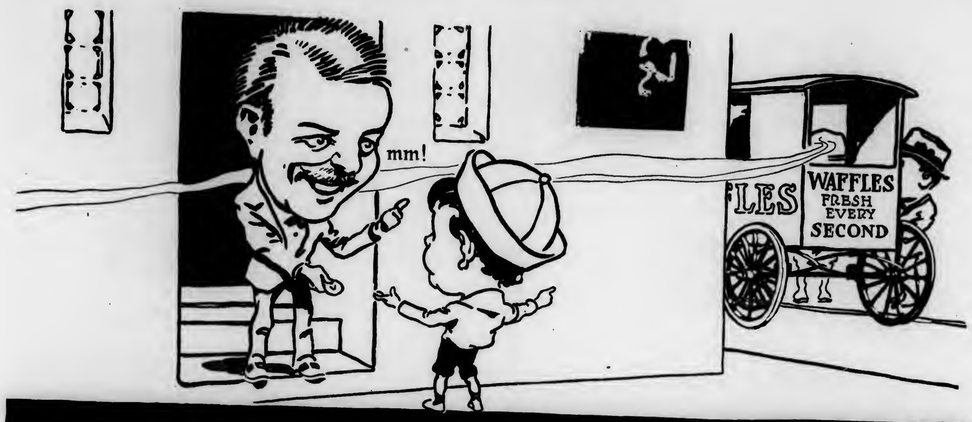
In filing their application, the companies declared that, because of increases in taxes and operating expenses, they are operating at severe losses which, under the recently enacted revenue law, would become greater from now on. This contention is sustained by the reports of eight of the principal express companies, recently filed with the Commission, for the month of July which shows that, compared with July, 1916, the increase in operating revenues has not kept pace with the increases in operating expenses and the decreases in net operating revenue and operating income.

It is not expected that a decision on the application will be rendered by the Commission before January, owing to the number of other questions now under consideration.

The application for the increase was signed by fifteen of the largest express companies operating in this country, the Adams, American, Canadian, Canadian Northern, Dominion, Globe, Great Northern, Halifax & Southwestern Railway, Express Department; National, Newfoundland, New York & Boston Despatch, Northern, Southern, Wells Fargo and Western.

The La Giralda factory in Manila, which is represented in this country by Bowring & Company, was recently destroyed by fire.

The Deisel-Wemmer Company, of Lima, Ohio, have advanced the price of San Felice so that it now retails for six cents. Posters announce this fact to the consumer.



HOW do you know the Waffle man's around?

"Your Nose Knows"

And you were never a real boy if you've forgotten that delicious *fragrance* of a crisp, red-hot one with powdered sugar. Doesn't it tempt you even now? that irresistable *fragrance!* "M—M". *Fragrant* memories are the most lasting. What "your nose knows" *you know* for keeps. That is why once a smoker of Tuxedo—always a smoker of Tuxedo.

It's simply *pure fragrance* that makes

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

A *pure fragrance* that comes from Nature's best Burley tobacco leaf —"Blue Grass" *fragrance,* put there by the sunshine of Old Kentucky where Tuxedo is grown and ripened and blended—a *fragrance* your nose *always* knows.

Try this Test:—Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then smell it deep—its delicious, *pure fragrance* will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment—

"Your Nose Knows"

Guaranteed by
The American Tobacco Co.

BOLD SUCCESS

can only be attributed to **Quality** and our judgment of men.

We aimed to please with **Quality** and man's judgment did the rest—it made

BOLD

the cigar

"Above All"

BOBROW BROS.

PHILADELPHIA

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JACOB WERTHEIM, New York	President
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Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

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Meeting 4th Tuesday of each month at Hotel McAlpin.

Conservation of Coal

Washington Bureau.

FURTHER plans for the conservation of coal will be made after the establishment within a short time of a Bureau of Manufacturing Resources by the War Industries Board of the Council of National Defense.

Announcements previously made have warned manufacturers that, because of the shortage expected to prevail this winter in the supply of coal, it would be necessary to conserve the supply by curtailing production in what were termed "non-essential" industries. Nothing definite was established, however, as to what constituted a non-essential industry, other than that it would be one devoted to the production of luxuries—another term to be defined—nor was any action to conserve fuel taken other than to order restrictions in the use of electric signs.

Upon the readiness of the new bureau for work, consideration of the matter will be resumed, and the director of the bureau will be in position to hold conferences with manufacturers in various lines which may be included under the term non-essentials, in an effort to convert the activities of their plants to war work.

It is not the plan of the War Industries Board or the Fuel Administration to close any plants that can possibly be kept running, but it is declared that many factories could restrict their output during the period of the war without causing the public to suffer any serious hardship, and this will be suggested to manufacturers in certain lines.

In an announcement by Judge Robert S. Lovett, director of priority and transportation, he declared that no further action is contemplated at present regarding the transportation of non-essentials. "Conditions, however, will be constantly observed. Whether the coal shortage requires restriction of the coal supply of non-essential industries is a question for the fuel administrator to determine; and if any priority orders become necessary in the furtherance of his policy in that regard they will be made only upon his request."

The restriction of output in certain lines would release a large number of men, who can then be put to work in other and more necessary industries now suffering from a shortage of labor. It is believed that the Government would have to take steps to direct labor and not leave to it the problem of finding its own place. In many instances, officers of the Council have suggested, it might be better to move the work to where the labor is, thus eliminating the housing problem that would arise with the movement of a large number of men suddenly to a site where present housing was sufficient only for the number already there.

"The way to prevent the losses incident upon limitation of industry," said Doctor Garfield, the fuel administrator, in speaking of the subject, "is for every consumer of coal to cut off waste and unnecessary consumption with an iron hand to start on this intensive course of conservation without a moment's delay."

C. L. L.

On New Placements

A CIGAR store can only carry a limited amount of stock.

New brands are constantly being introduced, all crying for a place in the dealer's shelves.

Few of these brands are advertised—fewer are consistently advertised—and the lack of consistent advertising plus a similar inconsistency in quality, usually marks a decrease in their ultimate demand.

Through the use of intelligent advertising, *some* consumer demand for our brands is created in a comparatively short time.

Then their sound quality plus consistent steady advertising, minus all claims that we cannot verify and satisfy, keeps them to the fore for all time.

But the dealer who waits until that demand is created before he will stock our brands is going to lose customers. When one of the smokers has his interest awakened in a certain brand we are advertising and is sufficiently interested to make a request for it at his dealer's store, *he really wants to try that brand.*

And he's going to get it—if not at his dealer's, then at some other store.

Once a smoker's desire has been aroused in any particular brand, that desire will usually persist until he has had an opportunity to buy and satisfy himself of the merits of the cigar—because that desire is kept alive by our sustained advertising.

If the dealer *does* carry the brand and is willing to say a kind word for it, he may by this single sale, build up an ever-increasing demand.

No one knows how widespread this influence is going to be—for word-of-mouth advertising is the one big supplement to the National and local newspaper and other forms of publicity we employ.

Now we know just how the dealer feels about this new brand placement—we know that with his limited capital he cannot afford to stock up on every brand that comes along, and for which there may be a little temporary demand in his town.

But if you will present the merits of our brands in so intelligent a manner that he will show a wee bit of intelligent interest in the brand, then this combined intelligence will solve for once and all the problem of placement of our brands that have hitherto been strangers in the dealer's case.—*The Burning Question.*

THE HERO

He had captured a prisoner, and while they were waiting for the escort to come up he said:

"Have you got a wife?"

"Nein," answered the German.

"Nine!" gasped the Tommy, "Blimy! Where's yer Iron Cross?"—"Ideas."

ANNOYED

Many queer letters have been received by the British war office explaining why men away on furlough have overstayed their leave, but the most naive was from an Egyptian interpreter, according to a war office official's report to a friend in Washington.

The Egyptian addressed "The Manager of the British Army" as follows:

"My absence is impossible. Someone have remove my wife. By God I am annoyed."—"Ginger."

Help Speed Up American Industry

with the

Universal Stripping & Booking Machine

IT relieves the scarcity of labor by doubling the output of each stripper.

¶ It saves waste because it strips clean, cutting the stem out, and without waste from butt to tip of leaf.

¶ It increases production, speeds up operation and guarantees a better product.

¶ The value of the Universal Tobacco Machine is attested by over 750 manufacturers using from 250 down to 1 Universal Machine.

¶ Get a demonstration in your own factory with your own tobacco and under your own supervision.

Catalog and Prices on Request

Universal Tobacco Machine Co.

179 FIFTH AVENUE, NEW YORK

FACTORY:

98 to 104 MURRAY STREET, NEWARK, NEW JERSEY

Why You should display the box with the Famous Oval

NATIONALLY ADVERTISED

Because Lipschutz's 44 Cigars are a **Selling Brand** and a **Standard Quality**—continuously tested to insure **Uniformity.**

"44" CIGAR CO., Inc. **Philadelphia**

Mr. Dealer—This Sign on Your Window —

[Sign—red and white.]

and a Big Stock of **John Ruskin Cigars** in your store always means BIG BUSINESS and SATISFIED CUSTOMERS.

All progressive dealers recommend and sell **John Ruskins**—the best and biggest value in the world at **5¢** and the best nationally advertised brand.

JOHN RUSKIN CIGARS

are mild, big, fragrant, hand-made and made of the same quality tobacco that goes into 10¢ or 2 for 25¢ cigars.

I. LEWIS CIGAR MFG. CO., NEWARK, N. J.
The largest independent and most progressive cigar factory in the world.

THEY COULD BE SMALLER BUT NOT BETTER

Instructions on Inventories

Washington Bureau.

INSTRUCTIONS are now being sent to collectors of internal revenue regarding the inventories of cigar and tobacco factories on January 1, in accordance with Sections 3358 and 3390, Revised Statutes. These sections provide that:

Section 3358, Revised Statutes.—Every person now or hereafter engaged in the manufacture of tobacco or snuff shall make and deliver to the collector of the district a true inventory, in such form as may be prescribed by the Commissioner of Internal Revenue, and verified by his own oath, of the quantity of each of the different kinds of tobacco, snuff flour, snuff, stems, scraps, clippings, waste, tin-foil, licorice, sugar, gum, and other materials held or owned by him on the first day of January of each year, . . . setting forth what portions of said goods and materials, and what kinds were manufactured and produced by him, and what was purchased from others, . . .

And whenever any such person refuses or wilfully neglects to deliver the inventory . . . he shall be fined not less than five hundred dollars nor more than five thousand dollars and imprisoned not less than six months nor more than three years.

Section 3390, Revised Statutes.—Every person now or hereafter engaged in the manufacture of cigars (or cigarettes) shall make and deliver to the collector of the district a true inventory, in such form as may be prescribed by the Commissioner of Internal Revenue, of the quantity of leaf tobacco, cigars, stems, scraps, clippings, and waste, and of the number of cigar boxes and the capacity of each box, held or owned by him, on the first day of January of each year . . . . setting forth what portion and kinds of said goods were manufactured or produced by him and what were purchased from others, and shall verify said inventory by his oath endorsed thereon. . . . In case of refusal or wilful neglect to deliver the inventory . . . he shall be fined not less than five hundred dollars nor more than five thousand dollars and imprisoned not less than six months nor more than three years.

Under the law, actual and accurate inventories must be made by manufacturers of tobacco, snuff, cigars and cigarettes, on the date specified. The manufacturers of those articles should observe carefully the following directions, furnished by the Commissioner of Internal Revenue:

(1) All tobacco material in the factory should be segregated according to the classification provided in the prescribed inventory form.

(2) Each class of tobacco should be weighed separately. The inventory must include unstemmed tobacco authorized by the Commissioner of Interal Revenue to be stored off the bonded factory premises.

(3) All stamped as well as unstamped manufactured plug, twist, finecut, and smoking tobacco, snuff, cigars, and cigarettes, of the several classes, must be separately weighed or counted, as the case may be. An accurate inventory of attached and unattached stamps must also be made.

(4) When the inventory, which must be made before the commencement of business on the date specified, is completed, correct totals should be entered immediately on the prescribed inventory form which each collector of internal revenue will furnish each manufacturer for that purpose.

(5) Tobacco dust, siftings, sweepings, and waste shall be inventoried by cigar manufacturers under the head of "Waste" only, and by quasi manufacturers of tobacco under separate heads, each properly described.

(6) The weight and marks of each unopened hogshead, case, or bale, or other package of tobacco, and all broken packages of tobacco and loose tobacco within the factory and inventoried by the manufacturer, should be listed and each item should be sufficiently described to aid the deputy collector in verifying the inventory as required by law. Such list should be made on the back of the inventory form or on separate sheets of the same size attached thereto and should include all unstemmed leaf tobacco stored off the bonded factory premises.

(7) An accurate record of the quantity of each class of tobacco used during the period from the date of inventory to the date of the visit of the deputy should be kept for the purpose of enabling him to arrive at the actual quantity of each class of tobacco which was on hand on the inventory date.

These inventories will be verified by deputy collectors as soon as possible after January 1. Deputies will be instructed to determine the correctness of the inventory from the quantity of each different kind of tobacco sold and used between the dates of inventory and his visit, and the amount on hand and purchased.

'FRISCO'S RETAIL PRICE LIST

At the last meeting of the San Franciso Retail Cigar Dealers Association forty-six new members joined the organization. The sense of the meeting was that no exceptions should be made in the Association cigarette price list, which stands as given with certain additions. In the sale of the goods, however, the cigarettes showing the best margin would be accorded the preference. The list now stands as follows:

5 cent packages (Double 12c)		6c
10 cent packages	13c or 2 for	25c
15 cent packages	18c or 2 for	35c
20 cent packages		25c
Cigarette papers		10c
5 cent snuff		7c
10 cent short smokes	13c or 2 for	25c
Prince Albert tobacco	6c and	11c
Tuxedo	6c and	11c
Edgeworth		6c
Mail Pouch		7c

Labor troubles in Tampa have been adjusted for the present but it is said that this is no guarantee for the future.

"Prince Albert" smoking tobacco and "Camel" cigarettes are now retailing at thirteen cents, owing to an increase in the wholesale price.

The Mazer Cigar Company, of Detroit, has notified the trade that hereafter their five-cent brands will retail at six cents. Local advertising directs the attention of the consumer to the new price.

Quality Paramount

CELEBRATED

H. UPMANN CIGARS

H. UPMANN HABANA

Strictly Independent Manufacturers

CHAS. LANDAU

Sole Agent for United States

82 Wall Street . New York

By Special Appointment

To the Late King Edward VII

Philip Morris

The World's Oldest High-grade Turkish **Cigarettes**

Plain End or Cork-Tipped

"The Little Brown Box"

PHILIP MORRIS & CO., LTD.

72 Fifth Avenue New York

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

BAYUK BROS.
"HAVANA RIBBON"
THE PERFECT CIGAR

BACHIAS
Havana Cigars
For Men of Means
Renowned for Uniformity
IDENTIFIED BY THE GREEN AND GOLD BAND
R. A. BACHIA & CO.
47 West Sixteenth St. New York

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P.B. Gravely Tobacco Co. Danville, Va.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

MANILA CIGAR AND LEAF IMPORTS GAIN

Herewith is a comparative statement showing by months the number of cigars, cigarettes and leaf tobacco exported to the United States during the first nine months of 1916 and 1917:

Cigars

Month	—1916—	—1917—
January,	4,506,224	12,943,106
February,	9,857,689	11,022,952
March,	5,619,246	20,157,629
April,	7,369,630	12,971,206
May,	7,581,073	15,803,910
June,	7,958,154	19,673,334
July,	12,485,366	17,221,377
August,	10,181,510	27,393,719
September,	13,051,677	15,888,810
Total,	78,610,569	153,076,043
Increase or Decrease		74,465,474

Cigarettes

	—1916—	—1917—
January,	255,000	201,000
February,	987,750	395,000
March,	340,000	807,500
April,	716,250	570,500
May,	500,250	249,000
June,	50,000	787,500
July,	925,000	890,000
August,	330,250	135,000
September,	435,000	260,000
Total,	4,539,500	4,295,500
Decrease,	244,000	

	—1916— (kilos.)	—1917— (kilos.)
January,	207	101,430
February,	19,881	205,228
March,	17,306	327,353
April,	7,193	126,414
May,	9,332	513,660
June,	12,302	250,151
July,	223,279	142,709
August,	10,110	383,611
September,	77,324	383,803
Total,	299,610	2,050,606
Increase,		1,750,996

(Not including chopped tobacco, which is subject to $0.08 tax per pound. A kilo equals 2.2046 pounds.)

EXHAUSTED PATIENCE

For three weeks he had borne all the horrors of the annual cleaning without a murmur. Then his patience gave way.

"And you," sobbed his wife; "you used to tell me I was your queen."

"Yes," he said, with a wild glare in his eyes, "but when a man finds his queen has used his best tobacco jar for pale oak varnish and his meerschaum pipe for a tack hammer, he begins to grasp the advantage of a republic."—"Tid-Bits."

The Sumatra Plan

(Continued from Page 8)

4.—The price to be paid by the purchaser for such tobacco shall be the sum of the following items:

(a) The "taxed cost" of the tobacco, which shall be the value of the tobacco selected by the purchaser as taxed, fixed and determined by the directors of the seller in their absolute discretion, provided, however, that the aggregate "taxed cost" of all the tobacco included in one offering by the seller, as taxed, fixed and determined by the directors of the seller, shall equal the purchase price paid by the seller for all the tobacco included in such offering;

(b) The proportionate part of all expenses of the seller as allocated, proportioned and determined by the directors of the seller, together with interest at the rate of six per centum per annum on all such expenses and on the amounts expended for the purchase of tobacco, but the expenses of the seller within the meaning of this paragraph shall not include any salaries paid to any partner of any firm or to any director of any corporation holding stock in the seller, except a salary not to exceed twenty thousand ($20,000) dollars to be paid to Mr. Henry M. Duys or his substitute who shall travel to the Island of Sumatra on behalf of the seller;

(c) A brokerage of $5.00 per bale;

(d) A profit to the seller of $50.00 a bale.

5.—It is understood between the parties, that in determining, as hereinbefore provided, the amounts to be paid by the purchaser for the different lots of tobacco purchased by it from the seller, the seller may find it necessary to estimate certain items of expense, and that, after all expenses have been actually determined, all amounts involved in such estimates, will be adjusted between the parties hereto, and, any additional amount thus found due from either party hereto to the other party, after such adjustment, shall be paid by the party owing the same.

6.—The seller agrees to pay a brokerage of $5.00 per bale to any broker or other individual or corporation designated by the purchaser.

7.—All tobacco sold under the provisions of this agreement shall be sold f. o. b. U. S. bonded warehouse, New York City or vicinity, and paid for in cash without discount ten (10) days after date of selection fixed as aforesaid, and the tobacco shall be delivered to the purchaser at the time of the payment of the purchase price.

8.—All tobacco will be billed to the purchaser by the company at original purchased weights on the Island of Sumatra, but government weights and tares shall be accepted by the purchaser for paying duty. All samples in the possession of the company will be delivered to the purchaser of the bales from which the samples are drawn.

9.—Simultaneously with the delivery of this agreement, the purchaser agrees to deposit with the seller, on account of the purchase price of the tobacco to be acquired by it, $5 per bale on the estimated number of bales to be bought by the purchaser and, in addition thereto, the purchaser agrees to pay to the seller on account of the said purchase price, the further sum

Packed in extra heavy foil—it stays fresh
New Size 10c
Also in regulation tins 15c

This is the new
KIT Package

And it is the most desirable packing for pipe tobacco ever invented.

It snugs into the smallest possible space in your pocket.

It keeps the tobacco even better than a rubber pouch and its shape makes it more convenient to carry.

It gets smaller with every pipe load with no excess weight to tote.

It "pours" better than any other form of packing; no waste—more smokes.

Harmony is made of the five best kinds of pipe tobacco that grow and is *blended* in such perfect proportions that it smokes better, of course, than any one kind of tobacco alone.

Liggett & Myers Tobacco Co.

HARMONY
A Blend of Five Famous Tobaccos

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged
GATO
Write for Open Territory
Factory: Key West, Fla.
New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Classified Column Page.
Try it.

of $45 per bale upon .....% of the number of bales of tobacco purchased by the seller, such payment to be made each time the seller makes payment for any tobacco acquired by it.

10.—The purchaser covenants and agrees that it will not sell, exchange or otherwise dispose of (except in the form of manufactured cigars) any of the Sumatra tobacco of the 1917 crop acquired by it, without first obtaining the written consent of the seller.

PENNIES STILL SCARCE

Despite the fact that the mints are working twenty-four hours a day, seven days a week, the stringency of pennies which has prevailed since the inauguration of the war taxes shows no great relief, although the present indications are that within a few weeks enough pennies will have been minted or returned to circulation from hoarded savings to return conditions to normal.

In order to provide relief as rapidly as possible, however, Raymond T. Baker, director of the mint, has appealed to the public to discontinue the hoarding, in toy banks, etc., of small coins, but to release them for the benefit of the nation.

"The entrance of the United States into the European war has enhanced the need for increased quantities of almost every known commodity," said Director Baker recently. "The penny is no exception. The United States Government is in need of all the pennies, nickels, dimes and other subsidiary coins that can be drawn into circulation.

"Millions of dollars in these minor coins are now idle in toy banks, coin savers, and other small receptacles, used chiefly by children to aid in accumulating savings. The time has come for the passing of the penny bank.

"The passage of the war revenue act has brought a tremendously increased need for small coins, especially pennies. Taxes, designed to help win the war, must be collected in small amounts, frequently made up of odd cents. The increased demand for these small coins is obvious. The United States mints are working twenty-four hours a day and Sundays in an effort to supply the demand.

"Enough small coins should be shaken out of the toy banks of the country to relieve the present stringency of this form of money."

Tobacco dealers, especially, have been feeling the lack of pennies and, in some cases, have been finding it very difficult to keep on hand a sufficient stock of one-cent pieces to make change. One Washington dealer declared that a short time ago he opened his store for business with a supply of 500 pennies, but before noon had to send around to several banks in an effort to get more. Even at the Treasury the stock has been low, and the very large orders put in by banks for small coins have had to be cut.

Stocks of cigars, tobacco, and cigarettes held for sale at the close of business on October 3, 1917, at post exchanges at Army camps are not subject to the floor taxes imposed by section 403 of the war emergency revenue law of that date, according to a decision just handed down by the Commissioner of Internal Revenue of the Treasury Department.

The Circle

(*Continued from Page 6*)

of forty-two-centimeter shells exploding just behind every one of my leaps. Years ago it fussed me. Once I went out and hung around till I saw a passenger train on the Nickel Plate coming at full speed. I lay down on the rail and waited. Noon came, then afternoon passed, and pretty soon it was dinner time. I got so hungry I couldn't stand it. I opened my eyes and looked down the track. She was still there, coming at full speed. Pretty soon I had it figured out that I would starve before she got me, so I went home and had my dinner, and smoked a cigar and—well, I'm here yet."

"Yes, that's all right," sighed the thin man, "but suppose some day when you're leapin' your darndest, you don't get the right hold with your toenail, and—there's my car, dadbing it!"

The thin man disappeared through the door into the drizzle.

"It's a hard world, all right," soliloquized the cigar man, polishing up the showcase where the thin man had leaned upon it. Suddenly the cigar merchant laughed.

"It'll be still harder," he said aloud, "when Jim discovers that he has left his umbrella."

Overcoming Discouragement

(*Continued from Page 7*)

there are thousands of people who would overflow with gratitude for the very things that we are often ungrateful for.

If business seems to be abd, let's be grateful for what we have, in order that we may deserve more, it we think we ought to have a raise in salary let's be truly thankful for what we are now getting and we will find that the raise will take care of itself at the right time much better than we can take care of it; if discouragement whispers to us that we are not making the progress that we should, sit right down and enumerate the numberless things that you already have to be grateful for, and see how different things look through the lens of gratitude than through the lens of discouragement.

If you are willing to think for yourself and to analyze cause and effect, you need not be trodden down by discouragement or any other false condition. Man has a perfect right to meet such false conditions as their master and not as their victim, and if you do not believe that you can win the battle with discouragement it is a perfectly simple matter to try it for yourself. Begin this very moment and keep your consciousness filled with genuine gratitude, and express your gratitude in every thought and deed; and you will soon find that this state of consciousness is reflected in all of your surroundings. The result is inevitable, and every man, no matter what his condition in life, can prove it for himself.

Robert E. Lane of Partagas fame will remove his offices after the 1st of this month to 70 Trinity Place, New York City.

LESLIE PANTIN
Commission Merchant
Leaf Tobacco & Cigars
Consulado 142, Havana, Cuba

Havana Warehouse Monte 167
Telephone John 1942
M. LOPEZ & CO.
Formerly of CALIXTO LOPEZ & CO.
Packers and Importers of VUELTA ABAJO TOBACCOS
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SAN MIGUEL 100 HABANA, CUBA

MILTON H. RANCK
Packer and Dealer in
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PACKERS OF SEED LEAF TOBACCO
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And Packers of
LEAF TOBACCO
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in
The Tobacco World

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CigarRibbons Largest assortment of Plain and Fancy Ribbons
Write for Sample Card and Price List to Department W

WM. WICKE RIBBON COMPANY

Manufacturers of Bindings, Galloons, Taffetas, Satin and Gros Grain

WOODHAVEN AVENUE, GLENDALE, NEW YORK

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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FRIES & BRO., 92 Reade Street, New York

THE YORK TOBACCO CO.
Packers and Jobbers in All Grades of LEAF TOBACCO
Office and Warehouse, 15 East Clark Avenue, YORK, PA.
MANUFACTURERS OF CIGAR SCRAP TOBACCO

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QUALITY HAVANA
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ERNEST ELLINGER & CO. Packers and Importers
OF HAVANA TOBACCO
Havana Warehouse, Salud 15. New York Office, 133-137 Front St.

John F. Nissly & Co.
Packers and Dealers in
LEAF TOBACCO
And Importers of HAVANA
No. 143 Market Street, Lancaster, Pa.

H. NEUBERGER COMPANY
Incorporated
130 Water Street
New York
IMPORT EXPORT
LEAF TOBACCO

Turn-Over and Discount

(Continued from Page 5)

"deals" and trade discounts. He fell further behind each month with his local jobbers. His unpaid balance with each of them continued to grow. Finally, the local jobbers shut him off from further credit, and he had to pay cash on delivery for all goods. Staple brands practically disappeared from his store. His whole effort now was concentrated upon an attempt to turn the unknown brands into cash. He couldn't do it fast enough to keep even with his expenses, and he failed. He owed us a thousand dollars, and other jobbers lost smaller amounts.

Another man has since taken the store and is making money. Joe failed because: First, he tried to "beat the game" with goods that could be well purchased but not well sold; second, because he neglected to pick off the fat profit that is in the cash discount.

This story is absolutely true, and the dealer himself came to me after he failed and said:

"I wish I had followed your advice from the start. I know I could have made a success. I see my mistake now, and if I ever get into business again, it will be on a different basis."

It gives me pleasure to add that this man, after a few years of hard work and frugality, did get on his feet again. He is in business now, discounts his bills, features cigars that sell, and is making a success.

I think I have made it reasonably clear in the foregoing that there is a definite relation between the turnover and the cash discount. The man who buys salable merchandise and discounts, makes a profit on every purchase he makes. The more salable the merchandise, the faster his turn-over; the faster his turn-over, the larger his profit in a given length of time on a given amount of capital.

REGARDING LABELS TO CLASSIFY CIGARS

The Tobacco Merchants' Association has sent the following bulletin to cigar manufacturers:

Upon the request of some of our members, the T. M. A. has submitted to the honorable, the Commissioner of Internal Revenue, suggestions for a modification of the regulation requiring the affixing of special labels, showing the classification of cigars, as reported in our Bulletin No. 117, with a view to obtaining permission to print the required notice on the box instead of attaching labels, and we have this day received an official communication from the Commissioner, stating that such notices

> "may be imprinted directly on the wood on the front of each box. The imprint should be conspicuous, and in order to make it so, a colored ink should be used. The imprint should be perfectly legible and not blurred in any case."

The notice need not necessarily be printed on the wood but it may be stamped thereon with a hand stamp.

The Largest Independent Dealer and Exporter of American Leaf Tobacco in the United States.

G. O. TUCK & CO.
INCORPORATED
LOUISVILLE, KY., - - U. S. A.

Your Inquiry for Sample and Prices Solicited. All Kinds in any Quantity.

OUR ADVERTISERS

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CAMP CUSTER:—40,434. For cigars and cigarettes. October 29, 1917. Emery Cigar Co., Battle Creek, Mich.

RECOUNT:—40,435. For all tobacco products. October 30, 1917. American Litho. Co., New York City.

LA ROSA DE WALDO CRUZ:—40,436. For cigars. November 1, 1917. Waldo Cruz, New York City.

HERO LAND:—40,437. For all tobacco products. November 9, 1917. The Moehle Litho. Co., Brooklyn, N. Y.

SERVICE STAR:—40,438. For all tobacco products. November 10, 1917. Heywood, Strasser & Voigt Litho. Co., New York City.

SERVICE FLAG:—40,439. For all tobacco products. November 10, 1917. Heywood, Strasser & Voigt Litho. Co., New York City.

SERVICE BAR:—40,440. For all tobacco products. November 10, 1917. Heywood, Strasser & Voigt Litho. Co., New York City.

HIGHMORE:—40,442. For all tobacco products. November 13, 1917. The Moehle Litho. Co., Brooklyn, N. Y.

CRIMSON FLUSH:—40,443. For all tobacco products. November 14, 1917. The Moehle Litho. Co., Brooklyn, N. Y.

LIBERTY SIX:—40,445. For all tobacco products. November 12, 1917. American Litho. Co., New York City.

LIBERTY SEVEN:—40,446. For all tobacco products. November 12, 1917. American Litho. Co., New York City.

SOLREX:—40,447. For all tobacco products. November 15, 1917. American Litho. Co., New York City.

P. T. B.:—40,448. For all tobacco products. November 15, 1917. Schwarzkopf & Rückert, New York City.

LEVON:—40,449. For all tobacco products. November 7, 1917. Berberian Bros., Providence, R. I.

ASPIRATION:—40,450. For all tobacco products. November 12, 1917. George F. Reid, Memphis, Tenn.

AUTOCALL:—40,451. For cigars. November 16, 1917. Wallace W. Kearns Co., Pittsfield, Mass.

GENERAL SIR JULIAN BYNG:—40,454. For all tobacco products. November 21, 1917. American Litho. Co., New York City.

ALLIED VICTORY:—40,455. For cigars. November 24, 1917. Kings County Cigar and Stationery Corporation, Brooklyn N. Y.

RE-REGISTRATIONS

MI AMOR:—40,453. For cigars, cigarettes and cheroots. November 21, 1917, by Perfecto Garcia & Bros., Chicago Ill. Originally registered by Perfecto Garcia & Bros., Chicago Ill., No. 17,826 (Tobacco World), for cigars, cigarettes and cheroots, May 14, 1909.

TRANSFERS

EL MORO. Registered in U. S. Tobacco Journal for cigars and cigarettes. Registered January 22, 1878, by McCoy & Co., New York City. Transferred to T. J. Dunn & Co., New York City. Retransferred to El Sidelo Cigar Co., Tampa, Fla., November 8, 1917.

KAMARA:—34,040 (U. S. Tob. Journal.) For cigars, cigarettes, cheroots and tobacco. Registered March 16, 1908, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to Porto Rican American Tobacco Co., New York City, November 12, 1917.

Frank Harwood has been appointed advertising director of the General Cigar Company, Incorporated. Mr. Harwood was formerly with Bondy & Lederer and came to the General X Cigar Company at the time of the absorption of the Bondy & Lederer interests. His knowledge of merchandising ably qualifies him for his new appointment.

CLASSIFIED COLUMN

The rate for this column is three cents (3c.) a word, with a minimum charge of fifty cents (50c.) payable strictly in advance.

For Sale.

FOR SALE—SECOND-HAND CIGAR STORE OUTFIT, show cases, zinc-lined tobacco cases and humidors. Address 4057 St. Clair Avenue, Cleveland, Ohio.

FOR SALE—Twenty-four Miller, DuBrul & Peters suction tables, in perfect condition. For a quick sale a very low price will be accepted. Address Box 151, "The Tobacco World."

FOR SALE—Remedios Havana shorts, pure and clean. Guaranteed A-1 or money refunded. Fifty cents per pound. Also Vuelta shorts, of the finest quality. Edwin Alexander & Co., 178 Water Street, New York.

Help Wanted.

WANTED—THOROUGHLY EXPERIENCED SUCTION FOREMAN, who can speak Hungarian, Slavish and Windish, as head foreman for daily production of 120,000 ligars. Highest salary paid best man. Box 222, "Tobacco World."

WANTED—THOROUGHLY EXPERIENCED PACKER FOREMAN for Up-State factory, who is capable of handling production 100,000 a day. Salary no object. Box 224, "Tobacco World."

CIGAR FACTORY IN THE MIDDLE WEST desires competent man as Foreman, with experience on short filler cigars. State experience, nationality and salary expected; also give reference. Address Box 226, care of "Tobacco World."

Wanted.

GOOD FACTORIES IN FIRST DISTRICT (Pa.), making Union cigars, and in Ninth District (Pa.), making non-Union cigars, can place their goods with best jobbers in Eastern territory through the writer on a commission basis. Address T. C., Box 223, "Tobacco World."

TOBACCO STEMS, CUTTINGS, SCRAPS, SIFTINGS AND DUST, bought in any quantity anywhere. Send samples. Yearly contracts made. J. J. FRIEDMAN, 285-289 Metropolitan Avenue, Brooklyn, N. Y.

Gonazles & Sanchez Company, clear Havana cigar manufacturers of Jacksonville, Fla., announce that effective January 1st they will make a complete revision of their prices.

The Havana Production Company, of which Edward Wodiska is president, are now located in their new quarters at 166 Front Street, New York City.

The Manila Commercial Company announces that their factory has abandoned practically all the brands retailing at less than five cents. The company also states that they hope to maintain their price list of October 1st, in spite of the fact that higher ocean freight rates will prevail in December.

The Tobacco World

Established 1881

Volume 37 December 1, 1917 No. 23

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, *President*
H. H. Pakradooni, *Treasurer*
William S. Watson, *Secretary*

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CUBAN OFFICE: Perseverancia, 8, Havana, Cuba.

PRICE: United States, Cuba and Philippine Islands, $2.00 a year. Canadian and foreign, $3.50.

GARRETT H. SMITH, U. S. and Canadian Representative for
COMPAÑIÁ LITOGRÁFICA DE LA HABANA
Finest Imported Cigar Bands and Labels. Also GUMLESS Bands
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Parmenter Wax-Lined Coupon Cigar Pockets
AFFORD PERFECT PROTECTION AGAINST MOISTURE HEAT AND BREAKAGE
¶ INDORSED BY ALL SMOKERS, and are the MOST EFFECTIVE Advertising Medium Known
Racine Paper Goods Company
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REGULAR WEEKLY SALES EVERY THURSDAY. CIGARS, TOBACCO SMOKERS' ARTICLES, SPECIAL SALES OF LEAF TOBACCO. CONSIGNMENTS SOLICITED. ADVANCES MADE. SETTLEMENTS MADE ON DAY OF SALE

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American Lithographic Co.
NEW YORK

GEO. SCHLEGEL
22nd St. and Second Ave., NEW YORK
MANUFACTURER OF ALL KINDS OF
CIGAR BOX LABELS AND TRIMMINGS.
CHICAGO, 105 WEST MONROE STREET, LOUIS G. CAVA, Mgr.

CIGAR LABELS OF HIGHEST QUALITY CIGAR BANDS SHOW CARDS FOLDING BOXES, ETC.
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257-265 WEST 17TH ST. STEINER BUILDING NEW YORK.
LITHOGRAPHIC SPECIALISTS FOR THE CIGAR & TOBACCO INDUSTRY
SKETCHES FURNISHED UPON REQUEST
EXCLUSIVE MANUFACTURERS OF SPECIAL PROCESS CIGAR BANDS

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MANUFACTURERS OF
CIGAR BOX LABELS
BANDS AND TRIMMINGS
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CANADIAN REPRESENTATIVES
B. B. B. Co., Montreal, Canada
PHILADELPHIA OFFICE
322 Chestnut Street
SELLING REPRESENTATIVES
ADOLPH FRANKAU & CO.,
129 Fifth Avenue, New York City

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VOLUME 37 NO. 24

The TOBACCO WORLD

DECEMBER 15. 1917

The American Tobacco Co.
INCORPORATED

Specially prepared Christmas boxes

THE PALL MAGNUM
See Description Below

THE PALL LIBRARY
Packing. See Below

OMAR
See Description Below

LUCKY STRIKE
See Description

LORD SALISBURY
See Description

CHRISTMAS is coming, and it will be different from any Christmas in the history of the country; so many of our young men will either be fighting for our country or in training for the fight. There never was a time when cigarettes were in such demand.

The boys will be away from home, and what could be more welcome than cigarettes in his box from home? It must be the wish of every one who has some one dear to them in a camp in this country that on that day of all days he have every pleasure and comfort.

With this in mind, we have this year specially prepared packings of PALL MALL, LUCKY STRIKE, OMAR and LORD SALISBURY, as illustrated. They are attractive, practical and economical.

Your jobber will ship these Christmas packings, as a part of your regular stock order. Display them—push them. They will be the biggest sellers in Christmas Cigarette Packings this year.

THE PALL MALL Magnum contains 100 plain and 100 cork tip. It is an irresistible gift purchase. Its rich, luxurious color scheme of red and gold, combined with the holiday dress, makes it a package of great appeal. No extra charge for this packing.

THE PALL MALL Library packing contains 100 cigarettes, either plain or cork tip. It is identical with the Magnum, except the size. It is going to be one of the biggest selling Christmas brands this year. Thousands of people who have 'their boys' or friends in the training camps know that the best is none too good to send their fighting lads of whom they are so proud.

OMAR. This Christmas box of OMAR contains 12 packages of 16s. Each package of 16 cigarettes sells to the consumer for 15c, or $1.80 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

LUCKY STRIKE. This Christmas box of LUCKY STRIKE contains 12 packages of 16s. Each package of 16 Cigarettes sells to the consumer for 10c., or $1.20 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

LORD SALISBURY. This Christmas box of LORD SALISBURY contains 12 packages of 16s. Each package of 16 Cigarettes sells to the consumer for 15c., or $1.80 per Christmas box of 12 packages, as illustrated here. The outside wrapper is lithographed in attractive colors. The Christmas touch will make it sell on sight. All ready for mailing or delivery. No extra charge for Christmas box.

"Get the Box Idea"—12 packages in a holiday box. Tell your customers about this splendid packing, all ready for mailing to soldiers and sailors "over there or over here". It means more profit for you and you render a real service to your customers.

"Get the Box Idea"—and Sell It

Guaranteed by
The American Tobacco Co.

PORTO RICO

STRIPPED and BOOKED P. R. SHORTS

From only the choicest districts in PORTO RICO

FANCY UNSTEMMED DOMESTIC FILLER

We are pleased to send samples of any grade upon request

S. LOEWENTHAL & SONS

123 Maiden Lane New York City

MADE IN BOND

FINE HABANA CIGARS

Excellence of Quality and Workmanship Are Combined In

CHARLES THE GREAT CIGARS

A VALUABLE BUSINESS ASSET TO EVERY UP-TO-DATE CIGAR DEALER

SALVADOR RODRIGUEZ

TAMPA NEW YORK HABANA

La Flor de Portuondo

Established 1869

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Juan F. Portuondo

Cuban Hand-Made CIGARS

The Juan F. Portuondo Cigar Mfg. Co.

PHILADELPHIA

F. C. LOZANO J. M. LOZANO

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U. S. BONDED CIGAR MANUFACTURERS

Makers of the Famous "F. Lozano" Brand

Clear Havana Cigars

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New York Address, 437 Fifth Avenue

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M. MELACHRINO & CO., Inc.

EGYPTIAN CIGARETTES

You Cannot be Mistaken if You Stock the Easiest Sold Cigarettes

M. Melachrino & Co., Inc., are purveyors and supply all the Courts, Embassies, 120 Clubs and 360 Regimental Messes throughout Europe

GRAND DEPOTS OF M. Melachrino & Co., Inc. London, 8 Regent St., S. W. Capetown, South Africa Calcutta, 10 Government Place Alexandria, Rue Cherif Pacha CAIRO, Head Office and Factory Hamburg, 18-20 Grouse Backerstrasse

AGENCIES IN THE PRINCIPAL CITIES OF THE WORLD PRICE LIST UPON APPLICATION

1790 BROADWAY, NEW YORK

EISENLOHR'S Cinco CIGARS

reduce selling cost~ because an ever constant demand, created by Cinco Quality, insures a quick turnover of stock.

LONDRES
CONCHAS
PANETELAS

OTTO EISENLOHR & BROS., INCORPORATED PHILADELPHIA.

ROCKY FORD CIGAR

HAND MADE DELICIOUS FLAVOR

MANUFACTURED IN OUR NEWARK, N. J., FACTORIES

We also manufacture, at our several factories located at PITTSBURGH, PA., a very attractive and extensive line of Cigars and Stogies to retail at 4 for 10c—2 for 5c and 3 for 10c., giving the Jobber and Retailer an exceptional margin of profit.

UNION AMERICAN CIGAR CO.

General Offices, Pittsburgh, Pa.

For Gentlemen of Good Taste

SAN FELICE

San Felice CIGARS

The Deisel-Wemmer Company

LIMA, O.

Among American men a good pipe is becoming more and more the emblem of peace, comfort and democracy.

It is gratifying to reflect that by far the most of these pipes carry the famous WDC Triangle Trade Mark as a token of quality and worth.

To the Jobbers and Retailers who have helped to place WDC Pipes in the hands and homes of American men, we extend our greetings and best wishes for a Merry Christmas and a Prosperous Year of 1918.

WDC WM. DEMUTH & CO. NEW YORK WDC

Everywhere

Monarch Size — Conchas Size
Selling at 5 cents Straight
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Manufacturers
Office 117-123 S. 2nd Street, Philadelphia, Pa.

EFFICIENCY! PROMPTNESS! SERVICE!
Quality Cigar Labels and Bands
ADOLPH FRANKAU & CO.
INCORPORATED
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TRADE B B B MARK
Selling Agents for Heywood, Strasser & Voig Litho. Co.
Cigar Box Labels, Bands and Trimmings
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Importers of Havana and Packers of Leaf Tobacco
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ESTABLISHED 1867
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HAVANA CIGARS
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The Leader in all the
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CHANCELLOR
The Acknowledged Leader
Among Mild Sumatra Wrapped Havana Cigars

Volume 37

THE TOBACCO WORLD

Number 24

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, DECEMBER 15, 1917 — Foreign $3.50

Cigars Gain Nearly Nine Hundred Million In Fiscal Year Ending June 30, 1917

	Calendar Year of 1916			*Fiscal Year Ending June 30, 1917*		
Large cigars	7,042,127,401	Increase	442,939,323	8,266,770,593	Increase	876,587,423
Little cigars	890,482,790	Decrease	74,652,397	950,130,520	Increase	2,593,160
Cigarettes	25,290,293,311	Increase	7,325,945,639	30,501,735,144	Increase	9,435,538,472

THE annual report of the Commissioner of Internal Revenue for the calendar year of 1916, a preliminary report of which was issued in September, has been issued complete this month. This report also contains statistics for the fiscal year ending June 30, 1917.

A table herewith offers comparisons between the production of large and small cigars and cigarettes for the calendar year of 1916, and also for the fiscal year ending June 30, 1917.

What the war is doing for the cigar and tobacco industry as far as the matter of production is concerned may be surmised at a glance. What the war is doing to the prices of raw materials, labor, etc., is not shown here, but may be obtained from almost any manufacturer.

In the fiscal year cigars have gained nearly 900,000,000, while cigarettes have shown an increase of nearly 9,500,000,000. As regards the rapid gain in cigarette production, it may be well to call attention to the fact that China alone has imported from the United States during the first nine months of 1917 nearly 3,500,000,000. This is nearly three times the quantity imported from the United States for the same period of 1916.

Exclusive of special taxes, tobacco, cigars, cigarettes and snuff contributed $102,230,205.36 to the Bureau of Internal Revenue. The total taxes collected for 1917 amounted to $809,393,640.44.

In 1912 there were 21,024 cigar and cigarette factories in operation. At the end of 1916 there were only 14,943 such factories. Undoubtedly there will be more than an average decrease in these figures at the end of 1917 due to abnormal conditions. However, these figures might be used to show that the tendency is clearly toward the absorption of the smaller factories by the larger ones. It requires an enormous amount of capital to carry leaf stocks on hand sufficient for one or two years. The smaller factories in most cases have at the outside not more than stock enough for a few months. So when higher prices obtain, only the large manufacturer is able to maintain his prices. The small manufacturer cannot compete and either sells out or goes out of business.

The cigar and cigarette smokers today are buying the popular brands at slight increases only because they are products of large factories where economies can be effected in executive forces, in buying and in overhead charges.

In 1912 there were 6000 more cigar and cigarette manufacturers than in 1916, yet there were manufactured only 2,000,000 more cigars in 1912 than in 1916. Yet there were manufactured 12,000,000,000 more cigarettes in 1916 than in 1912.

The report shows that Pennsylvania leads in cigar production with a total for the three districts of nearly 2,000,000,000 cigars. North Carolina leads in the production of cigarettes and smoking tobacco.

The report of the commissioner is in part as follows:

There were in operation at the close of the calendar year 1916, 14,576 cigar factories and 311 cigarette factories, this being a decrease of 1156 cigar factories and a decrease of 56 cigarette factories as compared with the previous year.

There were also in operation at the close of the last calendar year 2152 tobacco and snuff factories, 2085 producing manufactured tobacco and 67 producing snuff, 4139 dealers in leaf tobacco and 331 retail dealers in leaf tobacco.

There has been no material change in the volume of business of retail dealers in leaf tobacco, which is relatively small according to their quarterly reports forwarded to this bureau.

Frauds upon the revenue by manufacturers of tobacco, cigars and cigarettes have been aided by un-

(*Continued on Page 16*)

The Biter Who Was Bitten

By Arthur T. Garrett

ONCE there was a Commercial Gent who made all the cigar stations on the Big Time. He was far from the Panatela shape, and only Existed between meals, counting that day Lost when he did not extend his Neolins under the Damask at least three times, with a Light Lunch for an added starter just before he nestled into the Timothy. When he came home from the road, he would shed a sheaf of Menus for Precious to read, and while he sat in the Parlor making up his weekly Explanation, camouflaging Discrepancies so they would look all right to the Cashier, she would be in the kitchen trying her Best.

When the Dame had everything Fixed, she would coo softly, "Dinner is ready, Dearie," and he would Bridge the Gap in one Leap. She never had to call him Twice. He was a good Provider, especially at the week-end, when he was home. He would tuck his Napkin under Prognathous Number Two, grab the cutlery and begin to Stoke.

His table looked like one of the Barbecues they used to have when Blaine and Logan were front-page copy, back in the days when Twenty-five cents was the standard price for all you could eat Anywhere, and you could take a dollar bill to the grocery and meat market, get all you Needed and have money left. Roast Beef with carmen center and sepia edges, brown gravy, baked Sweet Potatoes, riz Biscuit, Macaroni and Cheese, potatoes Au Gratin, head Lettuce, Lobster Salad, caramel Custard, three kinds of Pie and Ice Cream.

Oh, Gertrude!

Before closing the Windows of the Soul in the Morpheous Pullman, he would sneak into the kitchen and do an Annette Kellermann into the refrigerator, where he would inwardly Pad himself with a few slices of Cold Ham, a couple of Dills, a bunch or two of celery, a Spanish Onion, a handful of Crackers, some Swiss Cheese, and perhaps a quart of Olives, to keep him from being Restless during the night. In other words, he was a nifty, two-handed Feeder who never Started anything he couldn't Finish.

He knew every Chef of prominence from Times Square to the Presidio, and while the other Boys were out watching Charlie cut up on the Screen, he would be down in the hotel Kitchen offering a few Suggestions to his friend, and making sure that Everything was All Right. He didn't care much for the Slap-stick Stuff because it wrenched his Soul to see Custard Pies mistreated.

About the time this here man Hoover recommended that everybody Tighten the Strap and put Locks on the Alimentary canal, he started out on what he thought was going to be a Saturnalia of Succulence, for every Chef on the Program was an artist in Fixing up the little things that he liked.

When he came down for Breakfast in the first place, he had it all planned to consume a double stack of Wheats, some Diminutive Pig Sausages, a couple of Strictly Fresh and Coffee to Match. The Waiter put the Stuff in front of him and Sneaked. Our Hero demanded to see the Proprietor and said, "I can take a joke, but you are hitting me in a tender Spot. Why the black capsules, since I am perfectly well and require no Medicine? These cakes look all right, but when I try to cut into them the knife bounces off. And take away them two Lima Beans, which I did not order."

"Them ain't capsules," protested the Proprietor in his Paying Patron tone, as he picked up a Sliver of Bacon and put it in a little box carried for that Purpose. "Them are your Sausages. We don't serve Diminutive Pig any more since Hoover told us to Cut Down. We have to hand out Microscopic sausages or run the risk of having the house Pinched. Your wheat cakes are a trifle Obdurate because we have orders to mix shredded asbestos with the flour so our Brave Boys at the Front will be sure to get Theirs. And them ain't Lima Beans. Look closely and you will see that they are Synthetic Eggs, size B. We are allowed to serve Size A on Sundays only. We have all got to do our Bit, sir."

"Yes," wailed the Hungry Gink. "But one man's Bit may be another man's Bite. Why try to lick Germany over my stomach? I'm a Patriot, and am willing to stand up and Eat while they play the Star-Spangled Banner, but this is Too Much."

At Dinner it was even Worse.

"What's this?" asked Edgar, for such was his name, as he picked up a dark Brown segment and put three teeth on the Bum.

"That, sir," replied the Knight of the Itching Palm, "is the New War Bread, made from equal parts of Portland Cement and chopped Alfalfa. Not extremely palatable, but very Nourishing. Flour is sadly needed by our Brave Boys at the Front, and we must Conserve. We have orders, too, not to serve any more Oleomargarine."

"That's Fine. That will surely help a little. I am strong for the Stuff they take out of a churn. Pass me the Golden Butter."

"It isn't butter, sir. All the butter has been requisitioned for our Brave Boys at the Front, and since that chemist found a way to make toluol out of Oleomargarine, the Government has been taking it all for the manufacture of trinitrotoluol. We now have a synthetic substitute for Oleomargarine, which looks like butter and tastes like Hell, if I may say so, begging your pardon, sir. It is the by-product of a glue factory and tastes just Like That."

Everywhere he found it the same. He got synthetic Sirloins, processed porterhouses, faked fruit, phoney Prunes, substitute Succotash, Imitation Eggs, masquerading Mutton, Libelous Lamb, Alibi Apple Pie, and Very Often a Meatless Day that was Dark

(Continued on Page 27)

Business Costs Make or Break The Retail Dealer

By H. B. H.

THE average cigar dealer does not take much interest in such terms as "turnover," "overhead" and "business efficiency" because he thinks that they are terms applied only to big business. It never occurs to the proprietor of a one-man store to figure his expenses and fixed charges in terms of percentage. He probably figures his gross profit, thinks it looks big enough, finds he can pay his bills and get something for himself.

If Mr. Average Retailer happened to want to expand his business, and should ask for a big line of credit to enable him to do so, the credit man would probably acquaint him with the above terms, and also probably show him a lot of things about his business that he never thought of before.

In this article I want to discuss with the retailer his "overhead." I want to show him that it is the most serious problem of his business, and that it is a vital factor in determining the selling price of an article.

Personally I am confident that the price of cigars and cigarettes must advance still further. I feel sure that the retail tobacconist will realize that he must get not only six cents for his cigars but probably seven cents. At the present time his cigarette business is not profitable. In many cases the sales are made at a loss, which loss must be carried by cigars, candy and any other profitable sidelines.

If the dealer will bear with me, I want to show him why he gets only $10 or $12 a week from his business. I will try to show him why, after years of work, he is unable to get ahead.

I take it for granted that every dealer understands that his costs of doing business must be added to the cost of his goods before he can figure on his profit.

Let us take the actual figures given me by the proprietor of a one-man cigar store and see what his annual costs of doing business are:

Business tax,	$5.00
War tax on stock,	11.00
Insurance,	12.00
Light,	12.00
Rent,	336.00
Salary,	780.00
Interest on investment,	60.00
Smokes for himself,	64.00
Depreciation,	20.00
Total expense,	$1300.00
Total annual sales,	$5200.00

To determine the percentage of the cost of doing business, divide the total expense by the total sales. This gives twenty-five per cent. In other words, from the selling price of every article sold by this dealer he must deduct twenty-five per cent. "overhead" in addition to the cost of the article before he can figure his net profit.

In the case of this dealer one-fourth of his total income is eaten up by his expenses. From the remaining three-fourths he must pay for his goods and get his profit.

Bear in mind that the fixed charge of twenty-five per cent. must be figured on the selling price, and not on the cost price of the article. Then let us consider the following examples:

A cigarette brand sells for	$ .1300
He deducts selling expense, 25%	.0325
He has left to cover brand cost	$ .0975
This brand costs the dealer	.1150
Amount left for cost is	.0975
Loss per pack is	$ .0175
Another brand of cigarettes sells for	.2200
He should deduct selling cost, 25%	.0550
He has left to cover brand cost	$ .1650
This brand costs the dealer	.185
Amount left to cover this cost is	.165
Loss per pack is	$ .02

This dealer cannot afford to sell the pack of cigarettes, costing eleven cents, for less than sixteen cents; he cannot afford to sell the pack costing eighteen and one-half cents for less than twenty-five cents. Even then the margin of profit is small.

Take the case of the six-cent cigar which the dealer sells:

A brand of cigars sells for	.060
He deducts selling cost, 25%	.015
Amount left to cover brand cost is	$ .045
This brand costs the dealer	.043
Profit per cigar	$ .002
This cigar sells for	.100
He deducts selling cost, 25%	.025
Amount left to cover cost of cigar	$ .075
This cigar costs the dealer	.070
Profit per cigar	$ .005

Very few one-man stores will show a lower overhead than twenty per cent., most of them will show more. In the case of this particular dealer his stock is rather large for the amount of business he does. He would probably do better if he concentrated on absolutely reliable brands and carried a smaller stock.

Certainly this dealer's charge for salary is not exorbitant. His rent is low considering his location. His depreciation charge is small and he figures no losses, which is a highly improbable condition.

Yet this man can make no money. And as a matter of fact he has not yet raised all his old nickel brands

(Continued on Page 28)

Changing Reels

By J. R. McCleskey

Copyright 1917, by J. R. McCleskey

THIS is a real story of real business men that really happened and the result was so real that one man's life was practically made over. The president of a big corporation, whose capital runs into the millions, was seated in his private office one morning when a business acquaintance was announced and ushered in. For the purpose of the moment we will call the corporation president Brown and the other man we will call Smith.

The business in hand was soon disposed of and Smith was about to take his departure. However, on this particular morning Smith was more than ordinarily filled with an enlarged sense of his personal problems, or what the average mortal is wont to call "my troubles," and involuntarily he began to unload some of his excess burden on Brown. From Smith's point of view the whole world was on a toboggan slide headed for the bow-wows, everything was going wrong, his business was in a turmoil, those who called themselves his best friends were plotting against him, everybody and everything was to blame but himself, and after all, what was the use of trying; his health was bad, his home was about to be sold to satisfy a mortgage, the family were all down in the dumps when he went home every night, half of them were sick all the time, and it was just one thing after another.

Brown listened patiently and then he proceeded to tell Smith a few things. He said, "Smith, did you ever go to a picture show? and did you ever see on the screen a horrible picture that you did not like? Well, now, if you wanted to remove that disagreeable picture, would you try to rub the picture off of the screen or would you go back to the picture machine and change the reel? Perfectly simple! Of course you would change the reel and the picture would be changed instantly, whereas all the rubbing and scrubbing on the screen would never remove it. And that is exactly what you need to do.

"Your consciousness is, figuratively speaking, a moving-picture machine, and you've got a bum set of films that you need to get rid of. Just change those reels that you are using and get an entire new set, and you will have a very different lot of pictures from the ones you have just outlined to me. I don't know a thing about your home life or your habits, but I can pretty well tell you the kind of films you are using in your machine most of the time. For instance, you go home in the evening and you get cross because the baby cries, you growl because the dinner is either too late or too early, you fuss at the wife because the coffee is too cold or too weak, you think the rest of the family are out of sorts and nothing suits you; you get up in the morning, your eggs are either too soft or too hard, the paper boy is late with the morning paper, you start down town and get out of patience because you just missed a car, then you get sore because a good-natured fat fellow sits down beside you and you think he is taking more than half the seat, you inwardly ball out the street-car company for its slow cars and rotten service, and then when you get down town you go through the rest of the day grinding out nothing but these bum films all day long.

"Now let's change your reels for a different set and just try it for one whole day and come back to see me tomorrow and let me know how you like the new films. When you go home this evening just think what a happy sound it will be to hear the baby cry and take him up and have a romp with him, tell the wife how nice she looks when she meets you at the door, and if dinner is late, just say it doesn't make any difference and give everybody in the house a chance to feel good, brag a little on how nice the coffee is, and incidentally make yourself interested in the different members of the family and how they have spent the day, and see just how many little things you can say and do to make everybody around you have a good evening; then when they bring in your eggs for breakfast, tell them that they are just the way you like them and the toast is fine; if the paper boy is late, have a little patience and play with the baby while you are waiting; when the street-car goes whizzing by and leaves you on the corner, be thankful that another one will be along in a minute—not many years ago you had to walk to town—and if a fat fellow crowds you to one end of the seat, be thankful that you have a seat instead of a strap to hang on; then when you get down town and start the day's work look for the good in everybody and everything, remember that other people have troubles, too, and that perhaps a kind word of encouragement or just a happy smile from you may help to lighten the other fellow's load and make the day a brighter day for him.

"Now, Smith, all I ask you to do is to change your set of films for the ones I am telling you about, and then come in to see me tomorrow. I want to hear the result."

The next day Smith reported, all smiles—he was a different man from the Smith of yesterday. He said, "Brown, that's the greatest set of films in the world that you told me about yesterday. Why, when I got home last night the wife was all dressed up in a new dress and came down the sidewalk to meet me with the baby; there was not a single complaint from any member of the family all evening, and everybody had such a good time that we almost forgot to go to bed. The first thing this morning after reaching the office a man whom I thought was trying to injure me came around with a proposition that means the straightening out of my business, and everything is just fine."

Changing reels was all that Smith needed in order to get a different view of things, and when he got the right kind of films he found that his entire attitude toward life was changed. When things go wrong and the roads seems "up-hill all the way," let's remember that all we need is a new set of reels.

Billions of Our Cigarettes for China

THAT China is a market to be catered to by the exporters of tobacco and tobacco products is evidenced by the amazing increase of exports to that country of American cigarettes during the first three-quarters of 1917, as compared with the corresponding periods of the two previous years, all of which are tabulated in a report just issued by the Department of Commerce.

During the first nine months of the present year China imported from this country 3,493,831,000 cigarettes, valued at $6,964,304. This is nearly three times the quantity and value of the cigarettes exported during the corresponding period of 1916 (1,360,338,000 cigarettes, valued at $2,542,414) and nearly six times the value of the exports for the first nine months of 1915, which was $1,161,272, the number being 735,556,000.

No other country is absorbing anything like the amount that is going to China; in fact one or two of the other countries to which cigarettes are exported show slight decreases as compared with last year. The total exports of cigarettes for the three years were: 1915, 1,617,468,000, valued at $2,550,490; 1916, 2,691,879,000, valued at $4,596,766; 1917, 4,684,934,000, valued at $9,034,065.

A decrease of $20,000,000 is shown in the exports of unmanufactured leaf tobacco, the totals being: 1915, 313,107,478 pounds, valued at $38,729,737; 1916, 382,968,728 pounds, valued at $49,312,654; 1917, 170,503,083 pounds, valued at $29,848,376. Netherlands, the United Kingdom and Hongkong all showed great decreases in their imports of this article, the Netherlands falling off $7,000,000, the United Kingdom $13,000,000 and Hongkong $1,000,000.

The eventual wiping out of the export business in stems and trimmings is forecast by the decreases of the last two years. In 1915 the exports of these amounted to $217,141, which fell the next year to $161,041; the 1917 total, for the first nine months, is but $13,874.

The exports of cigars and cheroots are increasing steadily, having risen from 1,312,000 in 1915, with a value of $21,879, to 1,356,000 in 1916, with a value of $26,256, and in 1917 to 1,691,000, valued at $39,668.

A slight decrease, on the other hand, is shown for the exports of plug and smoking tobacco. Of the former, during the three-quarter period of the last three years, the exports were: 1915, 3,952,355 pounds, valued at $1,177,079; 1916, 3,905,221 pounds, valued at $1,086,655; 1917, 3,438,529 pounds, valued at $973,779. Smoking tobacco for the same periods totaled: 1915, 1,655,246 pounds, valued at $871,514; 1916, 1,818,316 pounds, valued at $888,200; 1917, 1,418,438 pounds, valued at $787,789.

Exports of all other manufactures were: 1915, $258,640; 1916, $384,437; 1917, $310,632.

C. L. L.

Import Licenses Required for All Goods

TOBACCO men who have followed closely the work of the War Trade Board under the various Presidential proclamations have been anxious to learn just how the board would construe the term "from and after the date of this proclamation," as relating to imports of goods then on the way to this country. The proclamation placed tobacco and certain other commodities on the same plane, as regards imports, as exports, with respect to the need of obtaining licenses in advance of bringing them into the United States from neutral countries, and the question was raised by certain importers whether or not tobacco bought before November 28, the date of the proclamation, is affected by the license requirement.

For the purpose of securing definite information, the matter was taken up with Fred B. Peterson, director of the Bureau of Imports of the War Trade Board. Mr. Peterson declared that licenses must be obtained for all imports, regardless of their status at the time of the issuance of the proclamation. He said, however, that special attention will be given to applications for licenses for the importation of goods in transit or in customs at the time the proclamation became effective. Such applications will receive immediate consideration for the purpose of minimizing the delay to the importers.

Special emphasis was laid upon the fact that licenses must be obtained for the admission of goods before they can be released from the custom houses. Therefore it is to the interest of importers to co-operate with the board and comply strictly with the requirements and regulations under the proclamation in order that the issuance of licenses may be expedited.

It was pointed out that at present all of the items included in the proclamation are permitted by foreign governments to come into this country only under guarantees that they will not be re-exported except under specified restrictions; that they will not be used in trading directly or indirectly with the enemy, and that no purchase of any such material has been made as a speculation. Under the authority conferred upon the President by the trading with the enemy act, the issuance of a proclamation requiring a license for the importation of these articles puts into effect a plan whereby the giving of guarantees by individuals to a foreign government is obviated, and Americans will henceforth deal directly with their own Government in connection with their importations.

By virtue of this co-operation, supervision and control on the part of the Government, it is believed that there will be forthcoming larger quantities of these commodities.

C. L. L.

T. M. A. on Classification of Cigars

THERE seems to be some misunderstanding as to the amount of taxes to be paid on cigars intended to be retailed as three for ten cents and hence attention is again called to the ruling of the Revenue Department as follows (T. D. 2569):

"In Section 400 the rate of tax to be paid on cigars weighing more than three pounds per thousand is based upon the retail price of each cigar, and it is provided in said section that the word 'retail' as used in this section shall mean the ordinary retail price of a single cigar.

"The ordinary retail price of a single cigar is held to be the price at which cigars are or would be sold singly. Where cigars are manufactured or imported to retail at two or three for a certain price, the rate of taxpayment is determined upon the retail price at which such cigars would be sold singly.

"In the case of cigars which are sold only by the box and never retailed in less quantities, i. e., where the box is the unit of sale, the rate of tax to be paid thereon is to be determined by the maximum value of a single cigar obtained by dividing the box price by the number of cigars packed therein where the same brand of cigars is put up in different size packages.

"In the case of imported cigars, the importer will be required to file an affidavit with the collector of customs setting forth the necessary information with reference to the retail price of the cigars when sold singly, and the importer will be held responsible for the proper taxpayment of such cigars."

It seems to be perfectly clear that except in cases where the cigars are done up and sold in standard packages where the package regularly forms the unit of sale the test whether the cigars should be classed under A or B, or under any other class, is what a single cigar would be sold for, and as a single cigar of the three for ten cents type cannot be sold for less than four cents, it would necessarily come within class B, for which the war tax is $1 per thousand.

It is respectfully suggested that in each case where there is any doubt as to the package coming within one class or another, such package be forwarded to the Honorable the Commissioner of Internal Revenue for a special ruling.

Details and Trifles

WEBSTER defines "Detail" as: An item. An individual fact or circumstance.

"Trifle" is defined as being: Something of no moment nor value—frivolous—insignificant.

Some salesmen mistake trifles for details. To them, a trifle is an eyeful, and their time is frittered away on trivial things.

Some salesmen think the giving away of an extra pack of matches is a trifle—a thing of no consequence—but it is an important detail in retail business.

The store manager who thinks that the electric light bill is a trifle, is another example of this confusion of definitions. The lights in all the stores, burning an extra hour daily, is a positive item of expense.

But don't get the idea that I do not intend to convey the thought that one should be parsimonious in the matter of matches and illumination—far from it—good judgment is the keynote of the thought I intend to drive home.

In a recent article, I spoke of Nimble Nickel and how it counts up in the cash register. This statement merely illustrates how the "Reverse English" of the above rule, applied to the store expense account.—*The Burning Question.*

CIGARS AND CIGARETTES MANUFACTURED

Year.	Cigars. Weighing more than 3 pounds per thousand. *Number.*	Cigars. Weighing not more than 3 pounds per thousand. *Number.*	Cigarettes. Weighing more than 3 pounds per thousand. *Number.*	Cigarettes. Weighing not more than 3 pounds per thousand. *Number.*
1907	7,302,029,811	1,074,083,976	14,984,493	5,255,572,445
1908	6,488,907,269	1,072,512,540	17,668,772	5,742,832,524
1909	6,667,774,915	1,043,023,559	17,794,163	6,818,858,272
1910	6,810,098,416	1,118,135,635	19,374,077	8,644,335,407
1911	7,048,505,033	1,213,832,840	17,058,718	10,469,321,101
1912	7,044,257,235	1,055,191,495	16,600,384	13,167,093,515
1913	7,571,507,834	959,409,161	15,105,776	15,555,692,661
1914	7,174,191,944	1,074,699,103	13,894,359	16,855,626,104
1915	6,599,188,078	965,135,187	15,816,210	17,964,348,272
1916	7,042,127,401	890,482,790	22,192,700	25,290,293,911

T. M. A. Circular on Import Licenses

Attention is respectfully called to the proclamation issued by the President of the United States on November 28th, prohibiting the importation into the United States of a large number of articles or commodities, among which is included Tobacco from various European as well as South American countries, including the countries from which tobacco is usually imported, without first obtaining a license therefor from the War Trade Board.

No mention is made in the proclamation of manufactured tobacco products, hence, it is safe to assume that the proclamation only prohibits the importation of tobacco leaf.

Such licenses must be applied for at the office of the Bureau of Imports, War Trade Board, Bond Building, Washington, D. C., or at either of the following places:

Boston, Mass.,	1801 Customhouse.
Chicago, Ill.,	504 Federal Building.
Galveston, Tex.,	Customhouse.
Mobile, Ala.,	Customhouse.
New Orleans, La.,	Canal Bank Building.
New York, N. Y.,	45 Broadway.
Philadelphia, Pa.,	305 Lafayette Building.
Portland, Ore.,	748 Morgan Building.
St. Louis, Mo.,	402 Third National Bank Building.
San Francisco, Cal.,	216 Customhouse.
Savannah, Ga.,	Savannah Bank and Trust Company Building.
Seattle, Wash.,	825 Henry Building.

A separate application for such license must be made for each importation upon blank forms, furnished by the Bureau of Imports, which may be secured from the bureau at its office in Washington, D. C., or at any of the other branch offices hereinabove mentioned.

The proclamation became effective on the date that it was issued, to wit, November 28th.

The following may be quoted from a statement just issued by the Bureau on Public Information.

"At present all of these materials are permitted by foreign governments to come into this country only under guarantee that they will not be re-exported except under specified restrictions; that they will not be used in trading directly or indirectly with the enemy; and that no purchase of any such material has been made as a speculation. At present these guarantees are given to the consul or other representative of the Allied Governments in this country, but this method of handling imports has resulted in some dissatisfaction on the part of American business men affected thereby.

"Under the authority conferred upon the President by the 'Trading with the Enemy Act,' the issuance of a proclamation requiring a license from the importation of these various articles, puts into effect a plan whereby the giving of guarantees by individual parties to a foreign government is obviated, and American individuals or firms will henceforth deal directly with their own government in connection with their importations."

Respectfully yours,
Tobacco Merchant Association of the United States.

Patriotic Employers and Employees

WE have said repeatedly that co-operation is the greatest result-getter that we ever heard of, and from the time to time facts that bear out this belief come to our attention.

We have a company in mind one hundred of whose employes subscribed $10,000 to the Second Liberty Loan. Of course the firm is helping them out, but their plan differs somewhat from that of other corporations in that the employee gets his bond when the face value has been paid, *with all coupons attached.* The employes get the full interest even though they have not paid for it. This is first of all helping the Government by the subscription, and it is also helping the Government a second time by teaching the employes thrift and making them more able to individually bear some of the war's burdens.

In this same factory voluntary contributions were asked for the American Red Cross Society. In forty-eight hours slightly under $1000 was raised by the factory and office employees.

One of the first aids to good government is good, intelligent citizens. This company is giving special attention to the teaching of the English language to foreign-speaking employes, and the foremen are encouraging their people to attend evening schools. This has resulted in more than fifty names being turned in.

If an employer can assist in reducing the cost of living of his employes he helps to make them more able to bear the numerous taxes that contribute to carrying on this war to victory.

When a man is unable to carry his share of the war's burden it means that the burden is doubled for some one else. It is, therefore, to the best interests of the nation that every assistance possible be given every one to help them in "doing their bit."

The other day this company purchased two hundred barrels of potatoes and sold them to their employes at cost.

And it is fitting to close these remarks by calling attention to the fact that this company flung to the breeze the other day a Service Flag on which was emblazoned fory stars.

And this little story is about the firm and employes of William Demuth & Company.

Advertising A Retail Store

FRANK STOCKDALE delivered a series of lectures in Toronto, Canada, last month under the auspices of the Toronto Advertising Club, which attracted large audiences of business men and proved most interesting. He conducted a question box each evening and a very lively interest was created by the problems propounded and the solutions offered by him.

One of the questions on the final evening had to do with the closing of a sale. Mr. Stockdale said this was a difficult proposition, as no set rule could be given. The clerk should be able to gauge the workings of the customer's mind and clinch the sale at the proper moment. For this it was necessary that the customer do some talking; if the clerk did it all, he would get no chance to judge what the customer was thinking. The hardest man to sell was one who wouldn't talk.

The next point touched on was that of the returned goods evil. This was one of the most difficult problems of the retailer, but it was a matter of store policy, although it should not be carried out so far as to allow a customer to do what was not honest. On the other hand, it should not be made a hard and fast rule to refuse to accept goods back on account of a few dishonest people. One of the wise sayings of a successful merchant was: "Do not sacrifice tomorrow's business for today's profits." But if the practice of returning goods went to extremes, it would be necessary to curb it.

"Who runs your store?" was a question often asked of merchants, said Mr. Stockdale, and the most frequent answer was an indignant "I do, and nobody else." One old merchant of marked success, however, gave as his reply: "My customers run it and I charge them for it." That expressed, he said, the methods of enterprising retailers.

Following with a short talk on advertising, Mr. Stockdale dwelt on the importance of furnishing information to the customers. It was a great mistake to think that the customer didn't need information, or at least to act as if this were so. The merchant should know all about his goods, and be in a position to give the customer all the information he sought.

In speaking of the work of constructing an advertisement, he gave the following rules:

1. All selling arguments should be simple as is possible, not bombastic.
2. Specific, not general.
3. Positive, not negative.
4. Get real facts into your ads., not opinions.
5. Start with the customer's interest, not your own.
6. Understate rather than overstate.
7. While retail advertising is mostly news, certain things were fundamental and must be repeated, time and time again.

For the purpose of finding out what kind of information was required on any special line, Mr. Stockdale advised his hearers to study the use of the goods by their own families, study the manufacturer's literature, question the traveling salesmen. On the other hand, they should watch the salespeople sell and study the customers' objections, so that they might be in a position to overcome them later.

He also advised that business men should meet their customers socially, in their own homes where they would get a close-up view of their inclinations and propensities. Mail order advertising was also worthy of serious study as was the advertising of successful stores, due care being taken, of course, to avoid emulation of any growth of a mushroom character. In conclusion, he advised his hearers:

Study Your Goods.
Study Your Customers.
Study Your Advertising.

Watch Your "Overhead," Mr. Retail Dealer

THE grocery trade is looking forward to great changes in merchandising methods as a result of Government regulation. One great desire on the part of that trade is that the Government will protect them on a reasonable profit on their goods. When that time comes the retail cigar dealer may look with envy on the groceryman, for the tobacconist does not get a reasonable profit on his goods. In the case of a one-man store the overhead is carried largely by sidelines such as candy, playing cards, etc.

On another page reference is made to a store where the proprietor figures his salary at $15 a week. He turns his stock six times a year. His savings in three years are represented by a single $100 Liberty Bond.

This tobacconist carries playing cards and candy but the business on these lines is insignificant. Cigarettes constitute the bulk of his sales. With no losses, and provided he take no more than $15 a week for living expenses, he can clear about 2 per cent.

We venture to say that there are thousands of retail tobacconists who are making even less. This ought not to be. Many of them generally owe one bill when it is time to buy again, so that their net assets are generally no more than the price they can get for their fixtures.

If the retail tobacconist will seriously consider his business and investigate his overhead we venture to say that he will not hesitate to raise the price of all his goods.

The retail cigar dealers' organizations can do no greater work than to urge their members to investigate their overhead charges and figure their profits. It will not take them long to see the light if they do.

How Shall the Retail Dealer Play the Game?

By Harry A. Earnshaw

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5. The Fallacy of "The Smoke-Shop"

BILL BALLANTYNE was a baseball star. Whenever his team traveled Bill was the center of interest. If he went a block down the street, a crowd of newsboys and embryo sporting men followed him. When the team left the hotel to take the bus for the grounds, the police had to force a passage for Bill through the crowd of admirers. If you bought a package of Duke's Cameo cigarettes (do you remember them?—they had paper mouthpieces) likely as not you received a little photograph of Bill Ballantyne.

Bill grew a little stout, and a little slow. He began to lose games. One winter when he went to the manager to sign up for the season, he was offered a cut in salary. He quit.

He had saved a little money, but he had played ball all his life, and it was hard to decide what kind of business he could go into. Finally he picked out a location, and opened a cigar store. He had the store remodeled.

"I'm going to partition off the back of the place," explained Bill, "and put in some tables and chairs. Down the side of the store I am going to put in a nicely upholstered bench. I am going to make the store comfortable and cozy, so that the boys can have a place to hang out."

Then Bill had the name of the place painted on the window. It was, of course, "Bill's Smoke Shop."

During the following five years Bill learned by experience a number of valuable things. He learned that while the "smoke-shop" or lounging-place idea may work very successfully in a small town, it is a fallacy in any city of fair size. In the first place, to get sufficient space for a "smoke-shop" in most cities entails a larger rental expense than the average tobacconist's business will stand. Bill discovered, furthermore, that the bulk of his receipts came from men who never seemed to have time to lounge around his place in the comfortable upholstery he had provided. By the same token, the fellows who did spend the most time with him spent very little else.

He found, also, that it was difficult for him to hold up his end in the free-for-all discussions that took place every afternoon and evening in his shop, and at the same time give intelligent service to the customers who came through the door in a hurry with their money in their hands.

The cruelest disillusionment came to Bill in connection with his private brand. He had bought a cigar from a small factory who got up a pretty label for him, entitled "Bill's Best." Bill's idea was that he could popularize the cigar through the boys who loafed around the "smoke-shop" every night. To a certain extent, he did, but the volume of their business was disappointing. He had a small, steady trade on the brand, but the fact was a good many of the boys bought the cigar out of courtesy to Bill. He came to realize this after he had, on different occasions, found that some of his steadiest loungers slipped quietly into other cigar stores along the street and bought the popular or staple brands which they found more to their taste.

In the course of time, Bill moved his stock into another place. He got a location nearer the center of town, and on a corner where the volume of traffic was much heavier. He lost a few of the boys from the old neighborhood, but this was more than compensated for by the increase in transient trade. Bill found that the transient trade regarded his private label goods with suspicion.

He had to sell his own brands, whereas the customers sold themselves the nationally known cigars. Bill came to see that it pays to follow the popular taste, and he noticed that "the man in a hurry" was usually the most liberal spender.

So he catered to "the man in a hurry"—the man who typifies the great American public.

Bill learned the value of his window space, and he discovered by actual experience that the window filled with a display of known merchandise will pull many more people inside the store than a display of unknown brands. When Bill sold out his four stores he was enough "ahead of the game" to insure himself against old Mr. Wolf for the rest of his days.

Bill learned incidentally that people do not come into a shop to see a man who has been famous. If Napoleon Bonaparte should come back to earth and start a cigar store, the rush would be over after about the third day. People might stop for a minute to see whether old Bony looked anything like the chromos of him that have come down to us, but after idle curiosity had been satisfied they could come back to Bony's cigar shop only if he carried good cigars and gave them the kind of service they wanted.

Rent is a big item in the expense of doing business. Trade may come and trade may go, but rent, like the brook, runs on forever. Location is three-fourths of the battle to a retail cigar store, and rent is usually about in direct ratio to the volume of the traffic which passes the store. It follows, therefore, that a big store is neither necessary nor desirable for the business, and the rental for a place big enough to afford comfortable loafing quarters is beyond the reach of the average tobacconist.

Bill Ballentyne made a success not because he had been famous as a baseball star, but because he possessed the power of analysis. He found that running a cigar store is a pretty busy occupation, but he never became so busy that he lost his capacity for thinking. After he had thoroughly tried out his theories in his first store, he was the first one to realize that they were wrong. I believe that one of the indications of genius is the ability to perceive that you are wrong—and to perceive it several jumps ahead of the rest of the world. When Bill became convinced that he was working along the wrong lines, he sat down and used his head, and reasoned out his problem to a solution.

HAVANA LETTER

Havana Office: Perseverancia 8
Carlos Wintzer, Representative

Havana, December 8, 1917.

THE second half of November has gone down in glory for our leaf dealers, as the sales have reached an enormous total of bales and which has further depleted the actual stocks of leaf for sale in the open market. Henceforth we have to be prepared to see a perceptible decrease in the number of transactions to take place in our market. We except, naturally, those of our exporting houses which are supplying their regular customers for their yearly needs at the time when the latter find it convenient to come here and make their selections. These stocks of leaf are no longer for sale in the open market and of course they do not enter into our calculations, or when reported at all, they constitute simply a news item for the benefit of the readers of THE TOBACCO WORLD. There are already a number of leaf warehouses which have either sold out entirely or are holding only limited quantities of goods suitable only for the local trade, and which do not interest the American buyers. There are a few leaf dealers whose holdings are priced way above the current market figures, and whether the future necessities of buyers may compel them to pay these exaggerated prices or whether the holders may finally have to come down is another question which time alone can tell. Some undesirable or defective lots of leaf may remain unsold for a longer period, or be disposed of by the dealers at low figures in order to liquidate their stocks before the new crop arrives on our market.

Remedios and Partido fillers are now scarcest in town and in the country but the stocks of Vuelta Abajo, particularly factory vegas, are in better supply, as well as resagos of Partido; the demand for the latter styles being slow while Vuelta Abajo has attracted a better attention of late, particularly the colas have been in good demand by the cigarette manufacturers. Prices are exceedingly firm, and the dealers continue to have the upper hand, particularly as long as the prospects for the coming crop are, to say the least, very doubtful.

Referring to the latter we are at a loss to express any decided opinion about the future outcome, as so far the majority of the private reports are rather unfavorable.

Our official reports say the following translated, viz.:

"There are still some escogidas working on this year's crop in the province of Pinar del Rio. In this region important transplantings have taken place in the majority of its municipal districts, and further fields are in progress to continue them. The seedbeds are in good condition and there are seedlings of different growths, but those ready for transplating are not abundant, as they are selling from $1.50 to $3 per thousand. In Placetas (Remedios section), there reigns no animation among the vegueros to set out plants, because on account of heavy rains during the week, which terminated on the 10th of November, seedlings are very scarce, and they sell from $3 to $7 per 1000. In Mayari (Oriente) fields are being prepared for transplanting, and seedbeds are being formed."

We shall let our readers draw their own conclusions from the above report, but as the report bears no date, although published only on the 4th inst., and makes no mention of any prevailing drought, it does not entirely satisfy us. Our weather reports show no rains, and as the young plants would need one good shower to make them grow well the future is still shrouded in mystery, although we fervently hope that rains will come in time to give us a good and abundant crop later on. The crop will be sadly needed by all interested in the tobacco industry. Unless seedlings become more moderate in prices it will prevent the smaller vegueros from planting, thus curtailing the acreage, and giving us again a small crop in the coming year. However, no one need to despair yet as there are crops on record which were mainly planted in the month of Janaury, and which resulted abundant and of a good quality under favorable weather conditions. Therefore everything will depend upon the future atmospheric conditions.

Sales during the second half of November totaled 31,538 bales, and which divided represented 14,158 of Vuelta Abajo and Semi Vuelta, 1783 of Partido and 15,597 bales of Remedios.

Buyers were: Americans, 15,557; shippers to South America, 3655; and our local manufacturers of cigars and cigarettes, 12,326 bales.

Receipts of Leaf Tobacco From the Country

Two weeks ending Nov. 22, 1917.		Since Jan. 1, 1917.	
Vuelta Abajo,	14,017 bales	184,151	bales
Semi Vuelta,	944 "	11,861	"
Partido,	2,220 "	34,081	"
Remedios,	11,431 "	136,994	"
Oriente,	194 "	198	"
Totals,	28,806 "	367,285	"

Exports of cigars per S.S. "Morro Castle," November 17th, consisted of 600 cases containing 2,851,125 cigars, and which were consigned to the following countries, viz., To Great Britain, 1,556,910; to the United States, 1,123,065; to Canada, 110,550; to Egypt, 28,600; to Australia, 27,000; to British West Indies, 2000; to French West Indies, 2000; and to the Argentine Republic, 1000 cigars.

Exports of cigars per S.S. "Mexico," November 24, 1917, consisted of 582 cases, which contained 2,819,690 cigars, and which were consigned to the following countries, viz., To Great Britain, 1,582,660; to the United States, 1,023,030; to Canada, 96,050; to New Zealand, 37,000; to the Argentine Republic, 27,500; to British Africa, 24,700; to Gibraltar, 17,250; to Brazil, 7500; and to the British West Indies, 4000 cigars.

Exports of leaf tobacco, from the port of Havana, during the two weeks ending November 24, 1917, totaled 10,319 bales, and which were distributed to the

(Continued on Page 18)

EISENLOHR'S CIGARS.

Greeting to the Trade

At this Holiday Season we wish to extend to all, our warmest good wishes for a joyous Christmas, and a prosperous and happy New Year, and also to express our deep appreciation of and thanks for the liberal patronage and many courtesies with which we have been favored during the year 1917.

Otto Eisenlohr & Bros. Incorporated

Philadelphia, December 1917.

Cigars Make Big Gain

(*Continued from Page 5*)

scrupulous dealers in leaf tobacco. This has been possible under the present laws governing such business, weakness in which has been pointed out in previous reports. It is essential that every dealer in leaf tobacco should be compelled by law to give a bond, to be fixed by the collector of the district, based upon the quantity of business proposed to be done the sum of which bond to be increased from time to time at the discretion of the collector or under instructions of the Commissioner of Internal Revenue. Each dealer in leaf tobacco should also be required to make a true inventory of stock on the first day of January of each year and to render reports of his transactions monthly and within ten days after the close of each month to the collector of his district. The necessary authority should also be given the Commissioner of Internal Revenue to propose and levy assessment against dealers in leaf tobacco for tax on tobacco not properly accounted for.

The recommendation heretofore made that manufacturers of tobacco, snuff, cigars and cigarettes, dealers in leaf tobacco, peddlers of tobacco, be required to register only on commencement of business and not annually, on the first day of July, when special taxes imposed upon these occupations are not in force, is urged again.

The total number of cigars made weighing more than three pounds per thousand was 7,042,127,401, an increase of 442,939,323 compared with the production for 1915.

The total number of cigars made weighing not more than three pounds per thousand was 890,482,790, a decrease of 74,652,397 cigars as compared with the production for the previous year.

The total number of cigarettes made weighing more than three pounds per thousand was 22,192,700, an increase of 6,376,490 over the previous year.

The total number of cigarettes made weighing not more than three pounds per thousand was 25,290,293,911, an increase of 7,325,945,639 over the previous year.

The average quantity of unstemmed tobacco used in making 1000 cigars weighing more than three pounds per thousand was 22 pounds; in making 1000 cigars weighing not more than three pounds per thousand, 4.61 pounds; in making 1000 cigarettes weighing more than three pounds per thousand, 4.71 pounds; in making 1000 cigarettes weighing not more than three pounds per thousand, 3.69 pounds.

There were in operation at the beginning of the calendar year 1916 2285 tobacco and snuff factories. There were opened 589 factories; closed, 722, and in operation at the close of the year, 2152.

There was a decrease of 877,048 pounds unstemmed leaf, increases of 10,550,670 pounds stemmed leaf, 668,035 pounds scraps, cuttings and clippings, and 2,321,205 pounds tobacco in process, 408,965 pounds stems, 2,175,289 pounds licorice, 3,485,292 pounds sugar and 4,031,602 pounds of other materials used in manufacturing tobacco and snuff as compared with the previous year.

There was a total increase of 22,764,010 pounds of materials of all kinds used as compared with the previous year.

There were increases of 14,972,316 pounds of plug, 1,168,706 pounds of twist, 801,357 pounds of fine-cut chewing tobacco, 4,792,949 pounds of smoking tobacco and 2,071,187 pounds of snuff manufactured as compared with the previous year.

Snuff was manufactured in eighteen districts; the district of Tennessee produced 16,732,752 pounds; the Fifth district of New Jersey produced 8,888,335 pounds; the First district of Illinois produced 6,309,364 pounds, and the district of Maryland produced 1,670,613 pounds; the aggregate production of the districts named being 33,601,064 pounds, out of a total production amounting to 33,969,594 pounds.

Fiscal Year Withdrawals for Consumption

Articles taxed.	Fiscal year ended June 30— 1917	Increase
Cigars weighing more than 3 pounds per thousand .....No..	8,266,770,593	876,587,423
Cigars weighing not more than 3 pounds per thousand .....No..	950,130,520	2,593,160
Cigarettes weighing more than 3 pounds per thousand .....No...	27,458,394	5,897,983
Cigarettes weighing not more than 3 pounds per thousand .....No..	30,501,735,144	9,435,538,472
Snuff ..... lbs..	35,377,751	2,207,071
Tobacco, chewing and smoking..lbs..	[1]445,763,206	28,527,278

Note.—The foregoing table includes on account of Porto Rican products as follows: 111,722 gallons spirits distilled trom materials other than fruit; 208,509,820 cigars, at $3 per thousand; 1,000,000 cigars, at 75 cents per thousand; 980,500 cigarettes, at $3.60 per thousand; and6,811,920 cigarettes, at $1.25 per thousand; and on account of Philippine products as follows: 166,547,493 cigars, at $3 per thousand; 10,155 cigarettes, at $3.60 per thousand; 6,271,264 cigarettes, at $1.25 per thousand; and 188 pounds manufactured tobacco, at 8 cents per pound.

1916 Calendar Year Production

The four States producing the greatest number of cigars weighing more than three pounds per thousand and the production of each during the calendar year 1916 are as follows:

Pennsylvania	1,955,169,488
New York	1,122,251,404
Ohio	708,041,968
New Jersey	533,089,455

The two districts showing the largest production of cigars are the First Pennsylvania, 794,955,165, and the Ninth Pennsylvania, 701,373,698.

The States showing the greatest production of little cigars (weighing not more than three pounds per thousand) are:

Maryland	398,724,200
Pennsylvania	290,556,840
New Jersey	123,965,720

The greatest production by districts is as follows:

Maryland	398,724,200
First Pennsylvania	289,551,040
Fifth New Jersey	123,965,720
First New York	46,054,100

The States of North Carolina, New York, Virginia, New Jersey, Louisiana, California and Pennsylvania, in the order named, show the greatest production of cigarettes weighing not more than three pounds per thousand.

North Carolina	10,743,467,940
New York	7,748,561,853
Virginia	3,636,450,705
New Jersey	1,786,861,210
Louisiana	941,571,020
California	307,737,825
Pennsylvania	88,877,070

(*Continued on Page 20*)

The Governor General Signs The Decree

In 1781, Vasco, the Governor General of the Philippine Islands, decreed that the government should have control of the production, manufacture and sale of tobacco. By this decree a monopoly was established which remained in operation a hundred years. Due to the strict enforcement of regulations, especially in the earlier period of its operation, the monopoly secured for Philippine tobacco an enviable reputation for quality throughout the world.

Careful supervision of the industry by the American Government together with the enterprise and business sagacity of Manila manufacturers and importers is building anew a splendid reputation for Manila cigars.

BOOST MANILA BUSINESS
THERE IS MONEY IN IT

List of Manufacturers and Importers on application

The Manila Ad Agency 546 West 124th Street New York City

Havana Letter

(Continued from Page 14)

following countries, viz., To all ports of the United States, 6094; to Canada, 70; to the Argentine Republic, 3979; to Uruguay, 160; and to Chile, 16 bales.

Buyers of Leaf Tobacco That Come and Go

Arrivals: From New York—Marcelino Perez, of Marcelino Perez & Company; E. Starlight, of Starlight Brothers; Lewis Cantor, of Lewis Cantor; Ted Smith, of Hinsdale Smith & Company; and Jacob Labe, of John H. Goetze & Company.

From Chicago—Harry Landfield, of Landfield & Steele; and Mike Friedman, of M. A. Friedman & Company.

From Philadelphia—Louis H. Eisenlohr and C. H. Eimerbrink, of Otto Eisenlohr & Brothers, Incorporated.

From Key West—Vivian M. Myers, vice president of the Cortez Cigar Company.

Returned: Juan Diaz Inguanzo, with his family, of Diaz Hermanos & Company, owners of the cigar factory, El Rey del Mundo; and Harry Mendelsohn, with his family, of the Manuel Suarez Company.

Departures: To New York—Bernhard Lichtenstein, Joseph Mendelsohn, Lewis Cantor and Reginald Bray.

To Philadelphia—Louis H. Eisenlohr anl C. H. Eimerbrink.

To Chicago—Harry Landfield.

To Tampa—Colonel Alvaro Garcia and Francisco Gonzalez, as well as Salvador Rodriguez.

To Key West—Vivian M. Myers.

Cigars

Business is still very active in our cigar factories, although the time is now approaching when we shall have to report less cheerful news, as usually there is a lull in the shipments of cigars to the United States until the holiday orders have been consumed. As far as the British orders are concerned, if there should be no time extension granted by the English importers of cigars the shipments will cease entirely after the 1st of January, excepting possibly for a few Government orders for the army and navy. While some orders may have been held back to the South American Republics, Australia and some other countires they will, however, not be sufficient to employ all of the cigarmakers, and a good many of them may be discharged.

Romeo y Julieta is still the busiest factory in town, and is straining every point to despatch all the pending British orders before December 31, 1917.

The Henry Clay and Bock & Company is working in very good shape, and particularly La Corona factory is turning out a number of cigars which have an excellent reputation all over the world.

Other busy factories are: Hoyo de Monterrey, Partagas, Punch, Por Larranaga, Belinda, Ramon Allones and Eden. The other remaining factories are less occupied, as they have mostly filled their pending orders already.

Leaf Tobacco

The Cuban Land and Leaf Tobacco Company purchased 6030 bales of leaf, during the past fortnight in our market, in order to supply the different local factories of the Henry Clay and Bock & Company, Limited, as well as the Havana-American Company, and the American Cigar Company, of the United States.

Walter Sutter & Company bought 3394 bales of tobacco, for account of their various customers.

C. Del Peso & Company were buyers of 3020 bales of colas for their cigarette factory, Flor de Tomas Gutierrez.

The Havana Tobacco Stripping Company purchased 5000 bales of leaf, for account of its customers, last month.

Leslie Pantin was a buyer of 2275 bales of leaf tobacco, for account of his clients, in the last fortnight.

J. Bernheim & Son added another 1711 bales of leaf to their previous holdings, during the ultimate two weeks.

Mark A. Pollack was again a buyer of another 1492 bales of tobacco, for his customers, during the past fortnight.

Allones Limited purchased 1120 bales of colas for their La Eminencia cigarette factory.

Manuel Suarez Company made transactions, amounting to 817 bales of leaf, for account of their customers.

Our principal sellers of leaf tobacco, during the last fortnight were: Pertierra, Prieto & Company, 3500; B. Diaz & Company, 3025; Tomas Benitez, 2736; Camejo & La Paz, 1215; Rodriguez, Mendez & Company, 1205; Facundo Gutierrez, 1015; Gutierrez & Foyo, 954; Herrera, Calmet & Company, 935; F. Ezquerro, 900; Jose C. Puente & Company, 871; Gonzalez Hno. & Company, 801; Alvarez & Company, 800; Sierra & Diez, 714; Ruperto Leon, 712; Manuel A. Suarez & Company, 712; Candido Obeso, 635; Constantino Junco, 600; Selgas & Company, 590; M. Abella & Company, 517; Jose F. Rocha, 494; Leon & Delgado, 455; and others of lesser amounts of bales.

Shippers above 200 bales of leaf tobacco, from the port of Havana, during the last two weeks were: Virgilio Suarez, 2560 bales; Manuel Suarez Company, 1518 bales; Walter Sutter & Company, 1137 bales; Hijos de Diego Montero, 729 bales; Leslie Pantin, 728 bales; Mark A. Pollack, 684 bales; Selgas & Company, 500 bales; R. J. Garcia, 500 bales; Ernest Ellinger & Company, 320 bales; F. Bernal, 309 bales; General Cigar Company, 268 bales; Manuel A. Suarez & Company, 234 bales; Menendez & Company, 234 bales.

Oretaniv.

The R. J. Reynolds Tobacco Company has filed with the Secretary of the State of New Jersey a certificate increasing its capital stock from $20,000,000 to $40,000,000.

Employees of the United Cigar Stores Company who are in camp or oversea will receive $5 worth of smokes and a letter from President Edward Wise congratulating the recipients on their patriotism. About 400 "United" men are in the service.

The recently issued Government blacklist, made public by the War Board of Trade in accordance with the "Trading With the Enemy Act," includes the Havana houses of Michaelson & Prasse, H. Upmann & Company and J. F. Berndes & Company.

Results Tell the Story

AN epoch-making era is being created in the Cigar Industry by the excellent results rewarding cigar manufacturers who use our

1916 Crop of SHADE WRAPPERS

(Whether Connecticut, Florida or Georgia)

Are you sharing in this Wonderful Success?

American Sumatra Tobacco Co.

Largest Producer of Shade Tobacco In the World

General Offices: 142 Water Street, New York

For the generous patronage given us this year the House of the

FAMOUS

44

OVAL

extends to the trade its sincere thanks and appreciation.

May this Yuletide be a Season of Good Cheer for all.

"44" Cigar Co., Inc.

PHILADELPHIA

Cigars Make Big Gain

(Continued from Page 16)

The three districts showing the greatest production of little cigarettes are the Fifth North Carolina, which produced 6,802,665,240; the Fourth North Carolina, which produced 3,940,802,700, and the Second Virginia, which produced 3,626,933,505.

New York produced the greatest number of large cigarettes, showing a production of 21,164,170, of which number 17,309,705 were manufactured in the Third district and 3,780,565 in the Second district.

The States of North Carolina, Missouri, Ohio, Kentucky, New Jersey and Illinois, in the order named, were the States reporting the largest manufacture of both chewing and smoking tobacco, the quantity manufactured being as follows:

	Pounds.
North Carolina	117,337,285
Missouri	73,420,745
Ohio	44,486,535
Kentucky	41,246,776
New Jersey	34,517,005
Illinois	26,503,564

The districts producing the largest quantity were:

	Pounds.
Fifth North Carolina	92,909,201
First Missouri	73,344,285
Fifth Kentucky	36,334,212
Fifth New Jersey	34,500,896
First Ohio	32,852,507
First Illinois	25,934,305

MONOPOLY REFUSED UNION-MADE CIGARS AND TOBACCO

ATTEMPTS of cigar and tobacco unions to prevent the use of any but union-made tobacco products in the army and navy have been frowned upon in official quarters and efforts to have the soldiers and sailors smoke only those brands that have the official sanction of Samuel Gompers have met only with failure.

Considerable correspondence on this subject was exchanged between the Secretaries of War and Navy and union officials. In a letter to Samuel Gompers, head of the American Federation of Labor, Secretary of the Navy Daniels declared that a purchase of 600,000 cigars of a certain brand made recently by officers of the Naval Commissary Department, was in response to the "specific demands of patrons" in the navy.

"Our commissary stores," wrote Secretary Baker, "merely sell the consumers the brands they ask for. It is not possible to restrict our soldiers to those brands bearing the union label. The choice of brands is determined by what the men themselves wish to buy, and it would surely not be possible for the army to dictate that the men buy a particular brand of tobacco."

All that now remains to be done by the union is to send a circlar letter to all members in the army and navy notifying them to refrain from the use of non-union goods under peril of forfeiting their membership cards as union men of good standing.

EL ROI-TAN

OVER THE TOP

ROI-TAN goes "over the top" of the case faster than any other brand. Year after year ROI-TAN holds the world's championship for quality and popularity.

Live dealers feature ROI-TAN because it spells big volume and quick turnover. From the standpoint of both dealer and smoker ROI-TAN *"THE PERFECT CIGAR"* is the one best bet—now, tomorrow, always.

"The Cigar that holds the confidence of the smoker pays retailers best"

This is the brand that is leading the trade everywhere to a full appreciation of the value of standard made cigars

The **"CHARLES DENBY"** satisfies the smoker because it is good, and the merchant because it sells.

H. FENDRICH, EVANSVILLE, IND.
Makers of good cigars for over 67 years

TOBACCO MERCHANTS' ASSOCIATION OF UNITED STATES

JACOB WERTHEIM, New York	President
GEORGE W. HILL, New York	Vice-President
EDWARD WISE, New York	Vice-President
JESSE A. BLOCH, Wheeling, W. Va.	Vice-President
JOSEPH F. CULLMAN, Jr., New York	Vice-President
ASA LEMLEIN, New York	Vice-President
LEON SCHINASI, New York	Treasurer
CHARLES DUSHKIND, New York	Secretary

New York Offices, 5 Beekman Street

CIGAR MANUFACTURERS' ASSOCIATION OF AMERICA

FREDERICK HIRSCHHORN, 54th St. and 2nd Ave., New York	President
CHARLES J. EISENLOHR, 934 Market St., Phila., Pa.	Vice-President
JOSEPH B. WERTHEIM, 81st and East End Ave., M'hat'n, N. Y.	Treasurer
S. K. LICHTENSTEIN, 40 Exchange Pl., Manhattan, N. Y.	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

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W. J. LUKAWITZ, Dayton, O.	Vice-President
GEORGE BERGER, Cincinnati, O.	Treasurer
JOSEPH MENDELSOHN, New York	Secretary

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ROBERT E. LANE	1st Vice-President
IKE RADIN	2nd Vice-President
JOSEPH FREEMAN	Treasurer
LEO RIEDERS, 200 West 118th St., New York City	Secretary

Meeting 1st Thursday of each month at Masonic Temple, 310 Lenox Ave., New York.

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

GEORGE W. RICH	President
SIDNEY GOLDBERG	Vice-President
A. L. ULLNICK	Treasurer
MAX MILLER, 135 Broadway, New York	Secretary

Meeting 4th Tuesday of each month at Hotel McAlpin.

A History of Matches

The first Lucifer or friction match dates back to 1829. They were made and dipped by hand, and sold for a little over two dollars per hundred.

Today the same quantity may be bought for a couple of cents, or even less. This cheapness is due to the fact that all matches are made, and most of them are dipped by machinery. In making matches by one process, a cylinder of pine wood the length of seven matches, which has been soaked in water to make it tough, is placed in a sort of lathe and as it revolves the circumference comes in contact with a sharp blade which cuts off a continuous shaving the thickness of a match. As this shaving comes away from the log it is cut into seven strips, each as wide as a match is long. These ribbons are cut into lengths of about eight feet, and one hundred and twenty or so are piled on top of each other, and fed into a cutting machine, which cuts as many splints at each stroke as there are ribbons in the pile. Rapid as this process of making splints is, it has been displaced in America by another method in which very little hard work is required. In this case the raw material is received at the factory in the shape of a two-inch white pine plank. This is sawed into blocks the length of the match.

The blocks are then fastened by means of clamps, to the bed of the machine, and cutters groove out a set of splints from the surface. The cutters do not turn the entire surface into splints at one impact, but cut them out one-fourth of an inch apart.

As soon as the splints are separated from the block they are seized in iron clamp plates, which form an endless chain. The endless chain carries the splints across a steam-heated drum, which warms them nearly to the temperature of the paraffin, into which they are next dipped. From the paraffin bath the splints move on continuously to the rollers that carry the "heading mixture"—phosphorus, chlorate of potash, etc.—and, as the matches are carried past the rollers each one receives a red or blue head, as the case may be. From the rollers they continue on through a room swept by a blast of cold dry air.

The matches move on until, just before they reach the starting point again, an automatic punch thrusts the matches out and places them side by side in a box, put in the right, at the right time, by another endless belt. It is estimated that the nations of the civilized world use, in round numbers, three million matches a minute. Fifteen hundred billion is the enormous number for the entire year.—"Canadian Tobacco Journal."

The Metropolitan Tobacco Company will soon remove to new quarters at 443-449 Lafayette Street, New York.

Latest reports are to the effect that the strike of the union cigarmakers in Boston, Mass., is still in progress.

The Standard Commercial Tobacco Company has removed its offices to a splendidly appointed suite in the Equitable Building, 120 Broadway, New York City.

A Ten Months' Record

SALES of the American Tobacco Company for the ten months ended October 31st were larger than for the entire year 1916. The ten months' business amounted to over $71,000,000. Sales for the twelve months of 1916 were $70,009,000.

The gain in October touched the previous high-water mark in the point of increased business, which was June of the current year. In each of these months the company's business gained approximately $2,500,000 over the corresponding months of 1916.

These sales figures are for the American Tobacco Company proper and if continued during the closing two months of the year mean a business for the twelve months of between $85,000,000 and $90,000,000. This exceeds earlier estimates by at least $5,000,000. The previous record was last year's total of $70,009,000.

Including various subsidiaries, all or a majority of whose stock is owned by the American Tobacco Company, the big company will do a business in 1917 of close to $140,000,000. This means the exceeding of earlier estimates by at least $10,000,000 and compares with $110,000,000 for the same group in 1916 and $99,000,000 in 1915.

The American Tobacco Company continues to experience great difficulty in keeping anywhere near up to its orders for cigarettes. In one brand alone on which orders are coming in at the rate of between 18,000,000 and 20,000,000 cigarettes daily shipments are being made of only 13,000,000. Plans have been completed for a great increase in cigarette capacity.

The war tax will probably cost the American Tobacco Company $750,000 to $1,000,000 annually. This is equal to from two per cent. to two and one-half per cent. on the $40,242,400 common stock.

It is too early as yet, says the "Wall Street Journal," to attempt to estimate net for the common shares in 1917. But the increase over 1916 will be considerable. Last year the company earned $22 a share for the common stock, as compared with $20.22 a share in 1915.

In all departments the American Tobacco Company is having its record year. The American Cigar Company, of which the American Tobacco owns seventy per cent. of the common stock, will show the largest net of any year since dissolution. This company is in a position to increase its dividend rate on the junior issue, which would, of course, work to the benefit of the American Tobacco Company. However, nothing along this line has yet been considered. The Cigar Company earned twice the dividend of six per cent. paid on its common stock in each of the last two years and as stated above 1917 will run far ahead of these figures. The American Tobacco Company is now receiving $420,000 annually from its holdings of American Cigar common.—*Tobacco.*

UNCLE SAM IS ON THE JOB

It is reported that in some sections five-cent cigars have been raised to two for fifteen cents; that the Internal Revenue officials are collecting the additional tax of $2 per thousand over that imposed upon cigar retailing at four to seven cents. We have even heard of cases where dealers had raised two-for-five cigars into the two-for-fifteen class.—*Western Tobacconist.*

A Merry Christmas

and a New Year of Excellent Business is Our Greeting to the Thousands of Dealers Who Sell the Products of

I. Lewis Cigar Mfg. Co.

Newark, N. J.

The Largest Independent Cigar Factory in the World

MAKE IT A BIG YEAR WITH THE CIGARS THAT ARE THE BIG SELLERS—

FLOR DE MELBA
JOHN RUSKIN
COBS
MANILLANETTES

BOLD

the cigar

"ABOVE ALL"

is always visible in the stock of truly progressive dealers.
The ever increasing demand by the consumer can only be attributed to ***Bold*** quality and workmanship and our fair dealing.

BOLD

SIX CENT CIGAR

Bobrow Bros. Phila.

TADEMA HAVANA CIGARS
Argüelles, Lopez & Bro.
MAKERS
GENERAL OFFICE 222 PEARL STREET NEW YORK
FACTORY TAMPA FLORIDA
WAREHOUSE LEALTAD 129 HAVANA

BAYUK BROS.
"HAVANA RIBBON"
THE PERFECT CIGAR

Just the place for TOBACCO MEN
HOTEL LEMARQUIS
12 EAST 31st STREET, (4 doors from Fifth Avenue) NEW YORK CITY
In the heart of the Wholesale District, two blocks from Pennsylvania Station; five minutes from Grand Central Station.
The most central American plan hotel in the city. Rooms with private bath and meals from $3.50 a day, or from $2 a day without meals.
Illustrated booklet and guide map of New York sent on request if you mention Tobacco World. Address John P. Tolson, Mgr.

"IT'S A CINCH FOR A LIVE DEALER TO PULL THE BEST TRADE HIS WAY."
GRAVELY'S
CELEBRATED
Chewing Plug
BEFORE THE INVENTION OF OUR PATENT AIR-PROOF POUCH GRAVELY PLUG TOBACCO MADE STRICTLY FOR ITS CHEWING QUALITY WOULD NOT KEEP FRESH IN THIS SECTION. NOW THE PATENT POUCH KEEPS IT FRESH AND CLEAN AND GOOD. A LITTLE CHEW OF GRAVELY IS ENOUGH AND LASTS LONGER THAN A BIG CHEW OF ORDINARY PLUG.
P. B. Gravely Tobacco Co. Dumville Va.
To Dealers:- Write us a postal for a pouch of Real Gravely. It's the first big improvement in Plug since Peyton Gravely made the first plug that ever was made.
P. B. GRAVELY TOBACCO CO. DANVILLE, VA.
DEPT. A

IN RE T. M. A. CLASSIFICATION NOTICES

In our Bulletin No. 117 of November 10th we quoted the following from the new regulations of the Internal Revenue Bureau:

> "Under the provisions of Section 400 every manufacturer or importer will be required to affix to each box or container of cigars weighing more than three pounds per thousand a conspicuous label indicating by letter the clause of said section under which the cigars therein contained have been taxpaid, which must correspond with the taxpaid stamp on said box or container.
>
> "Such label shall be not less than one inch long nor less than three-fourths of an inch wide, and shall be affixed to the front of the box or container and shall bear the following legend:
>
> The contents of this box have been taxpaid as cigars of Class , as indicated by the internal revenue stamp affixed.
>
> In each such label the class shall be indicated by letter A, B, C, D or E, corresponding with the appropriate Rates of Tax."

Thereafter we asked for a modification of the regulation so as to dispense with the necessity of attaching labels and to permit the printing of the notices on the box fronts; and in our Bulletin 118 of November 22d we reported that our application for such modification had been granted with the provision that the imprint on the boxes should be in *colored* ink. The requirement for the use of *colored* ink was of course objected to with the result that an official amendment to the regulation has since been promulgated, known as T. D. 2595, which reads as follows:

> "The provisions of T. D. 2569, with reference to the label to be affixed to each box of cigars weighing more than three pounds per thousand, indicating the class of taxpayment, are hereby modified so as to permit the printing or stamping of the required legend directly on the front of each box. The printing or stamping should be clear and distinct.
>
> "The dimensions of the label prescribed may be reduced in the case of wooden boxes containing twenty-five or less cigars, and also small packages not made from wood, on which it may be printed as part of other printing thereon. Each such label on small package goods not made from wood, known to the trade as package goods, should be perfectly legible and should appear in a conspicuous place."

Thus the required notice may now be printed either on labels to be attached to the boxes or directly on the box *fronts* providing that the printing or stamping be clear and distinct (no *colored* ink is required).

CIGAR CLERKS MAY ORGANIZE

A movement in New York City is under way among the cigar clerks to form an organization for their welfare. The primary object of this is to get better wages.

The General Cigar Company will shortly open a cigar factory at Carlisle, Pa.

George Kraus has resigned from his connection with the Tobacco Corporation of America.

Manilas For "Sammees"

Manila, P. I., Nov. 2.

A SHIPLOAD of Philippine tobacco products for Uncle Sam's soldiers in France and at the same time the dissemination of Philippine tobacco propaganda are the two objects aimed at by Vice President Concepcion, of the Philippine National Bank, says the Manila *Bulletin*. He has initiated a movement to make Philippine cigars and cigarettes known from one end of the United States army to another, in the belief that the boys will create their own demand for the local products when once more located in the United States.

General Concepcion has named Colonel J. J. Rafferty, Collector of Internal Revenue and closely connected with the tobacco interests in the islands, as a committee of one to carry on the campaign, and it is expected that the local manufacturers will supply free of charge the greater part of the first shipment of cigars and cigarettes for the boys at the front. Whether an effort will be made to collect funds for the purchase of further supplies for the same purpose will depend upon the response made by the factories here, but in view of the amount of publicity for the Philippine tobacco industry that will accrue through the distribution of the leading brands of cigars and cigarettes made here among the troops at the front, it is believed that the manufacturers will jump at the chance.

In commenting upon his plan yesterday, General Concepcion stated that his idea had come from the United States, where there are committees at New York and other large population centers working to provide ample "smokes" for the boys at the front. The situation there, he pointed out, is different than in the Philippines, for there are thousands of retail tobacconists who control the market, while here the retailer occupies a very small place as compared with the manufacturer. The question of securing the American market for Philippine cigars and cigarettes is one of vital importance for the industry here, and in addition to doing a patriotic service for the boys at the front, the present plan, he believes, offers an exceptional opportunity for securing the introduction of the Manila products to a large prospective clientele representing practically every part of the United States.

Colonel Rafferty has undertaken to go into the matter with the various tobacco men of Manila, and it is believed that arrangements can be made with the Federal authorities to secure free transportation for all of the "smokes" consigned to the soldiers in Europe. A further announcement as to the progress of the campaign in the interests of patriotism and publicity is promised in the near future as soon as the plans of the manufacturers to co-operate are matured.

The Leaf Tobacco Board of Trade of New York City has given $1370 to the *Sun* Tobacco Fund for the soldiers in France.

Julius Lichtenstein, president of the American Sumatra Tobacco Company, recently visited Connecticut to inspect some of the corporation's leaf holdings there.

Packed in extra heavy foil—it stays fresh
New Size 10c
Also in regulation tins 15c

This is the new
KIT Package

And it is the most desirable packing for pipe tobacco ever invented.

It snugs into the smallest possible space in your pocket.

It keeps the tobacco even better than a rubber pouch and its shape makes it more convenient to carry.

It gets smaller with every pipe load with no excess weight to tote.

It "pours" better than any other form of packing; no waste—more smokes.

Harmony is made of the five best kinds of pipe tobacco that grow and is *blended* in such perfect proportions that it smokes better, of course, than any one kind of tobacco alone.

Liggett & Myers Tobacco Co.

HARMONY
A Blend of Five Famous Tobaccos

E. H. GATO CIGAR COMPANY
FOR FORTY YEARS THE STANDARD
By Which Clear Havana Cigars Are Judged

Write for Open Territory
Factory: Key West, Fla. New York Office: 203 W. Broadway

TURKISH CIGARETTES
CADO COMPANY, INC.
145 Lafayette Street - New York City
BRANDS { Fifty-Six - - - - - 10 for 25c
Cado - - - - - - 10 for 15c

T. J. DUNN & CO.
Makers of
The New Bachelor Cigar
401-405 E. 91st Street, New York

Free! SAMPLES Free!
Ask and You Will Receive
....FIFTH AVENUE....
A Union Made Cigarette of Quality
10c FOR PACKAGE of 10
Mouthpiece, Cork or Plain Tip
I. B. Krinsky, Mfr. 207 N. 4th Street Brooklyn, N. Y.
LIVE DISTRIBUTORS WANTED

El Principe de Gales
THE OLD STANDARD IN PURE HAVANA CIGARS
SINCE 1854

The Right Man Can Be Found Through The Classified Column Page.
Try it.

Leaf Imports Increase

ALTHOUGH imports of leaf tobacco suitable for cigar wrappers during the first three quarters of 1917 showed a decrease of $2,000,000 from the imports of the same period of 1916, the total of other leaf imported showed an increase of nearly $3,000,000, while an increase of nearly $2,000,000 was made in the imports of manufactures of tobacco, according to the statistics compiled by the Department of Commerce.

Imports of leaf suitable for cigar wrappers during the three quarters ended with September, 1917, weighed 4,821,037 pounds and were valued at $6,210,453. This was a considerable decrease, both as regards weight and value, from the imports of the corresponding period of last year, which totaled 5,067,172 pounds, with a value of $8,067,172, although still an increase over the imports of the first nine months of 1915, which amounted to 3,465,299 pounds, with a value of $4,382,380. This decrease is due entirely to the falling off of imports from the Netherlands, all other countries showing slight increases, as indicated by the following table:

	1915.	1916.	1917.
Netherlands	$4,216,085	$7,870,065	$898,657
Canada	46,875	34,627	55,477
Cuba	112,000	139,049	171,493
Other countries	7,420	23,431	5,084,826

Other leaf imported during the nine months ended with September of this year amounted to 31,615,154 pounds, valued at $16,589,960, quite an increase over the $13,857,135 at which were valued the imports of the same period of 1916. This increase, however, was one of value, for the quantity imported this year was lower, 33,811,354 pounds being 1916's total. During the first three quarters of 1915 the weight of leaf tobacco imported was 24,784,144 pounds, valued at $11,692,108. According to the figures of the department, the increase was in imports from Cuba; Greece, the United Kingdom and Mexico showing slight decreases.

	1915.	1916.	1917.
Greece	$480,762	$3,724,182	$2,962,538
United Kingdom	149,012	84,317	83,138
Mexico	58,125	266,615	85,482
Cuba	8,594,289	8,939,401	11,881,768
Other countries	2,409,920	842,620	1,577,034

The total manufactures of tobacco imported during the three-quarter period of the years 1915, 1916 and 1917 were: 1915, $3,009,885; 1916, $3,745,974; 1917, $5,206,046. These imports were divided among the various items as follows:

Cigars, cheroots and cigarettes:	1915.	1916.	1917.
Product of the Philippine Islands:			
Cigars and cheroots	$963,875	$1,315,006	$2,363,489
Cigarettes	6,567	7,508	12,304
All other:			
Cigars and cheroots	1,897,520	2,274,621	2,672,424
Cigarettes	62,198	39,888	37,415
Other manufactures	79,725	108,951	120,414

C. L. L.

The Biter Who Was Bitten

(*Continued from Page 6*)

indeed. It seemed as if all the Real Food was being reserved for our Brave Boys at the Front.

By the middle of the Week he was so hungry that he would have traded his Right Eye for a fat Pork Chop, and he could hardly wait until Saturday when he would be home, leaning up against an array of Proteins and Carbohydrates that would stop the Craving. Friday he narrowly escaped a ride in the Wagon for trying to bite a fat baby in its mother's Arms.

When he arrived at the Nest, the first thing he asked for was Something to Eat, and the Good Cook said: "You know, Dearie, we must be Patriotic and do our Bit, because our Brave Boys at the Front need Food, so there isn't much in the House. I have made you a Lovely cake out of Deodorized Sawdust, with a frosting so natural you can hardly tell the Difference. You'd never believe it was Formerly one of your old Shirts."

"Eat too Brute," he gurgled, as he Busted her one in the Eye with a wallop that was meant o Kill.

He staggered to a restaurant and ate another Imitation Meal,. and then slipped into a Vaudeville Theater to forget his Troubles. One of the alleged Actors came out and said, "With your kind attention I will offer for your approval Something New. I will now endeavor to give a correct Imitation of——"

He almost killed Seven people as he beat it for the Door.

After a Sleepless night spent Elsewhere, he walked into a recruiting station and gave himself up, saying: "The only way to beat this Game is to become one of the Brave Boys at the Front. After you Bertillon my wasted form lead me to the Mess tent and introduce me to the Guy that does things with the Utensils. I'll commit Murder if he doesn't Fill me Up."

MORAL: Imitation is the sincerest Flattery, but a Hearty Eater would rather be Fed than Flattered.

"NEXT GREATEST EVIL—TOBACCO"

LEADERS in the Women's Christian Temperance Union, recently in convention in Washington, predicted before adjournment the passage at this session of Congress of the prohibition amendment to the Constitution.

Having thus saved the country from the perils attending the use of light beer and wine, the white-ribboned ladies next turned their attention to tobacco, and have served notice upon all mere men that tobacco will soon be among the articles in their made-in-Germany list of things verboten.

"As far as our plans about the cigarette and other vices that ought to be made unlawful, I certainly can say that the cigarette will have to go," said Mrs. Ella A. Gleason, vice president of the Massachusetts W. C. T. U., organizer, lecturer and holder of about forty-eleven other offices. "We are going to put it out of reach and, therefore, out of mind. You know we already have a superintendent of the department of anti-narcotics in every State in the Union. As soon as liquor is driven out we will concentrate against the next greatest evil—tobacco."

And thus, despite itself, the country will be saved.

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IMPORT EXPORT
LEAF TOBACCO

Business Costs Make or Break

(*Continued from Page 7*)

If he should die he would leave nothing but a little goodwill and perhaps the value of his fixtures. His stock on hand would have to be sold to meet the bills he owes, for certainly a business done on such a small margin will not discount bills. The ability to do this would, of course, make some difference in his percentage of profit.

It is not worth while to waste time arguing that the consumer will not pay the price. He will have to pay it or stop smoking, and figures show that the tendency of the smoking public is not in that direction.

Those who gasped at the idea of the six-cent cigar may as well gird their loins about themselves and prepare the way for the seven-cent cigar, for it is surely coming.

And as for cigarettes, if the public demands them, and the enormous amount of advertising indicates that they will demand them, let them pay the retailer a living profit for the accommodation he renders.

It seems to me that the cigarette manufacturers could help the dealers a whole lot if they would assist through their advertising in establishing a retail price, in the minds of the consumer, that would pay a living profit to the dealer.

The old idea of selling certain articles at supposed cost for advertising purposes is fallacious. Because, in the first place, the overhead charge which has not been added on that particular article means that some other article must carry two overhead charges.

Let the slogan of the retail tobacconist from now on be, "*Every* article must pay a profit."

CIGAR CLASS LABEL RULING MODIFIED

The Commissioner of Internal Revenue has modified the regulations with reference to the label to be affixed to each box of cigars weighing more than three pounds per thousand, indicating the class of tax payment, so as to permit the printing or stamping of the required legend directly on the front of each box. In such cases, however, the printing or stamping should be clear and distinct.

It has also been ruled that the dimensions of the label prescribed may be reduced in the case of wooden boxes containing twenty-five or less cigars and also small packages not made from wood, on which it may be printed as part of other printing thereon. Each such label on small packages not made from wood, known to the trade as package goods, should be perfectly legible and should appear in a conspicuous place.

C. L. L.

L. B. McKitterick has been made chairman of the Executive Board of the Tobacco Products Corporation.

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Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made, and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GARCIA MASTER:—40,456. For cigars. November 25, 1917. L. G. Widduck, Chicago, Ill.

DANBURY:—40,457. For smoking pipes. November 25, 1917. Manhattan Briar Pipe Co., Brooklyn, N. Y.

ROBERT BOONE:—40,458. For all tobacco products. November 27, 1917. George Schlegel, New York City.

SAVING'S STAMPS:—40,459. For all tobacco products. November 28, 1917. American Litho. Co., New York City.

PROFESSOR FRANKLIN MATTHEWS:—40,460. For all tobacco products. November 27, 1917. Pasbach-Voice Litho. Co., New York City.

GALLAGHER'S DUTCH TIP:—40,461. For stogies, cigars, cigarettes and cheroots. November 24, 1917. Eugene Gallagher, Columbus, Ohio.

HAVANA PICADURE TOBACCO CO.:—40,462. For cigars, cigarettes, cheroots, stogies, tobacco, snuff and a firm name. December 1, 1917. Mark S. White, New York City.

HOME FIRES:—40,463. For all tobacco products. December 1, 1917. Pasbach, Voice Litho. Co., New York City.

COMFORT KIT:—40,464. For all tobacco products. November 30, 1917. American Litho. Co., New York City.

COMFORT PACK:—40,465. For all tobacco products. November 30, 1917. American Litho. Co., New York City.

3 MAX:—40,466. For cigars, cigarettes and tobacco. December 5, 1917. B. Payn's Son's Tobacco Co., Albany, N. Y.

HENRY COLE:—40,467. For all tobacco products. December 5, 1917. American Litho. Co., New York City.

BATTLER:—40,468. For all tobacco products. December 8, 1917. Adolph Frankau & Co., Inc., New York City.

O-QUA-GA:—40,470. For cigars, cigarettes, cheroots and tobacco. December 7, 1917. J. A. Minor, New York City.

EL APARTE:—40,471. For all tobacco. December 6, 1917. American Litho. Co., New York City.

NOSTYLE:—40,472. For cigars. December 7, 1917. B. Payn's Son's Tobacco Co., Albany, N. Y.

TRANSFERS

WAR SPECIAL:—40,402 (T. M. A.). For all tobacco products. Registered October 2, 1917, by American Litho. Co., New York City. Transferred to Lilies Cigar Co., Detroit, Mich., November 27, 1917.

SERVICE FLAG:—40,439 (T. M. A.). For all tobacco products. Registered November 10, 1917, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to Porto Rican American Tobacco Co., New York City, December 3, 1917.

SERVICE STAR:—40,438 (T. M. A.). For all tobacco products. Registered November 10, 1917, by Heywood, Strasser & Voigt Litho. Co., New York City. Transferred to Porto Rican American Tobacco Co., New York City, December 3, 1917.

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The Tobacco World

Established 1881

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William S. Watson, *Secretary*

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Year.	Plug. *Pounds.*	Twist. *Pounds.*	Fine Cut. *Pounds.*	Smoking. *Pounds.*	Snuff. *Pounds.*	Total. *Pounds.*
1907	159,745,491	12,257,022	12,457,917	179,172,512	24,175,219	387,808,161
1908	164,712,863	14,476,730	12,086,725	192,229,890	24,035,738	407,541,946
1909	173,418,223	14,625,975	12,481,100	202,374,654	28,454,958	431,354,910
1910	174,352,625	14,580,022	12,857,930	214,056,402	31,445,178	447,292,157
1911	160,895,589	13,845,761	11,027,986	209,367,475	28,943,754	424,080,565
1912	160,248,195	15,531,133	11,006,561	217,330,409	31,363,651	435,479,949
1913	164,338,510	14,893,789	10,934,526	220,809,688	32,898,056	443,874,569
1914	156,502,776	15,987,339	10,961,100	228,888,866	30,595,640	440,935,721
1915	150,658,608	14,829,376	10,045,001	234,927,827	31,898,407	442,359,219
1916	165,630,918	15,998,082	10,846,358	239,720,776	33,969,594	466,165,728

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